



International Wine Business Bachelor of Science

Module Manual

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Module descriptions

1st Academic year

Compulsory modules

Module name:	Chemistry and Wine Chemistry
Lectures:	General Chemistry Wine
Study semesters:	1 st and 2 nd semester
Module coordinator:	PhD Andrii Tarasov
Lecturer:	PhD Andrii Tarasov
Language:	English
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching/ semester hours per week:	General Chemistry : Lecture, 4 Semester-hours per week Wine Chemistry: Lecture, 2 Semester-hours per week Class size not defined
Student Workload:	Hours of course attendance: 90 hours Private studies: 90 hours (preparation and study for Module
Credit points:	6
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	
Module aims/ expected learning results	<u>General Chemistry</u> : Students learn the fundamentals of general, inorganic and organic chemistry, as well as their application to fruit juice and wine composition. <u>Wine Chemistry</u> : Students should have the knowledge based on the chemical composition of fruit juice or wine to assess their quality and make conclusions based on production steps (from cultivation to harvest to storage). Students should also be able to identify measures to achieve desired wine qualities.
Content:	<u>General and inorganic chemistry</u> : Atomic Construction Isotopes. Periodic system. Chemical bond. Chemical formula. Masses and masses, material concentrations, concentration measures, reaction equations. Stoichiometric calculation. Acids, bases and salts. Chemical equilibrium, mass action law. Redox systems. PH values of strong and weak electrolytes. Indicators. Buffering systems. Hydrolysis (protolysis). Solubility product. Chemistry of carbon, hydrogen, oxygen, sulfur, nitrogen, phosphorus, silicon and the halogens. Complex chemistry. <u>Organic Chemistry</u> : Systematics of Cyclic and Acyclic Saturated and Unsaturated Nonaromatic and Aromatic Hydrocarbons. Isomerism, Alkanes, alkynes. Terpenes. Carbocyclic and heterocyclic aromatic compounds. Alcohols, thiols, phenols. Ether. Carbonyl compounds. Carboxylic acids, carboxylic acid derivatives. Carboxylic esters. Lipids. Amines, amino acids. Proteins. Carbohydrates. Nucleic acids. Optical activity. Polyphenols. <u>Wine chemistry</u> : Chemical composition and physicochemical
Course assignment /Examination/ type of	Module Examination: Written examination
Conditions for the achievement of Credit Points	Successful exam scores
	Presentation software, blackboard
Literature:	

Module name:	Business Operations
Lectures:	Business operations
Study semester:	2 nd semester
Module coordinator:	Prof. Dr. Kurth
Lecturer:	Prof. Dr. Kurth
Language:	English
Classification by Curriculum	Compulsory module in degree program International Wine
Form of teaching/ semester hours per week:	Lecture, 4 Semester-hours per week; Class size not defined
Workload:	Hours of course attendance: 60 hours Private studies: 60 hours (preparation and study for module examinations)
Credit points:	4
Prerequisites according to assessment regulations:	none
Recommended prerequisites:	
Module aims/ expected learning results	<p>Students:</p> <ul style="list-style-type: none"> - get an insight into economic thinking, business management tools, and the organization of companies in the wine and beverage industry - are able to organize business data from the wine sector - learn the connections between business objectives and target systems Are familiar with business management instruments and their application in companies of the wine and beverage industry - are familiar with branch-specific features in regard to practical company management
Content:	<ul style="list-style-type: none"> - Company organization and leadership structure in the wine and beverage industry - Administration of accounting and valuation - Balance assessment and evaluation of the company - Basics of the analysis of the company as it relates to the wine and beverage industry - Cost and performance calculation while taking into account branch-specific processes - Business planning - Principles of financial statements in the wine and beverage industry - Performance evaluation in the wine and beverage industry - Principles of financing companies and projects in the wine and beverage industry
Course assignment /Examination/ type of	Module Examination: Written examination
Conditions for the allocation of Credit Points	Successful exam scores
Media:	PowerPoint Presentation, blackboard, Handouts
Literature:	Jeff Madura: Introduction to Business, 5 th ed.

Module name:	Marketing Basics
Lectures:	Marketing Basics
Study semester:	1 st semester
Module coordinator:	Prof. Dr. Jon Hanf
Lecturer:	Prof. Dr. Jon Hanf, Dr. Sopiko Ghvanidze
Language:	English
Classification by Curriculum	Compulsory module in degree program International Wine
Form of teaching/ semester hours per week:	Marketing Basics: Lecture, 4 Semester-week hours Undefined class size
Amount of work:	Hours of course attendance 60 hours Private studies: 60 hours
Credit points:	4
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	none
Module aims/ expected learning results	Students: <ul style="list-style-type: none"> - have an understanding of key terms and basic concepts - know strategic control instruments within a company and ranges of their applications - understand the function and integration of marketing in the process of corporate management - have an overview of marketing instruments the way they are linked - know the aims and basic methods of market research within the wine sector
Content:	<ul style="list-style-type: none"> - concepts and types of marketing as it applies to company management - Principles of the company strategy - marketing strategy and strategic instruments - marketing instruments (product, price, distribution and communication policy) consumer knowledge Methods of market research
Course assignment /Examination/ type of	Module Examination: Written examination
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	PowerPoint presentations, blackboard
Literature:	Philip Kotler and Gary Armstrong; 2013, <i>Principles of Marketing</i> , Pearson Publisher. Philip Kotler, Kevin Lane Keller, Mairied Brady, Malcolm Goodman and Torben Hansen, 2012, <i>Marketing Management</i> , Pearson Publisher <i>Meininger's Wine Business International</i>

Module name:	Information Technology
Lectures:	Information Technology IT (1 st semester) Exercises New media (2 nd)
Study semester:	1 st and 2 nd semester
Module coordinator:	Dr. Sopiko Ghvanidze
Lecturer:	N.N..
Language:	English
Classification by Curriculum	Compulsory module in study program International Wine
Form of teaching/ semester hours per week:	Information Technology: Lecture, 1 Semester-week hour New media: Lecture, 1 Semester-week hour; Undefined class size Informatics Internship: Internship 1.5 Semester-week hours Informatics exercises: Exercises 1.5 Semester-week hours Class size 20
Amount of work:	Hours of course attendance 75 hours Private studies: 105 hours (lecture study and exercises; internship assignments, work on the E-learning system)
Credit points:	6
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	None
Module aims/ expected learning results	<p>Information Technology lecture: students:</p> <ul style="list-style-type: none"> • have a basic understanding of the structure and operation of a computer system (hardware and software) and of digital communication, network-types and the internet • understand computer functioning and how information is displayed, stored and transmitted. • understand the interaction between business & IT (requirements engineering, Business Process Management) and the ability to create an Entity Relationship Model (ERM) • understand the interaction between data & applications, the basic principles and functions of databases, typical application types used in companies (Enterprise Resource Planning, Customer Relationship Management Systems, Business Intelligence, Document Management Systems etc.), and integration of application systems (FTP, EAI, ETL) • have an overview of IT-Management (IT-Strategy, Software-Lifecycle Management, IT-Sourcing) and understand basic principles and challenges of IT- Security • understand E-Business (overview, Business-Models etc.) <p>New Media lecture: students:</p> <ul style="list-style-type: none"> • receive theoretical knowledge in new media • learn the fundamentals of multimedia production and the delivery of information through virtual learning environments, up to current forms of communication and cooperation <p>In Exercises students:</p> <ul style="list-style-type: none"> • learn the basic operation of common office applications • learn efficient working methods and strategies for

Content:	<p>Information technology lecture:</p> <ul style="list-style-type: none"> - Basics of the representation, storage and processing of information (text, figures, graphics, multimedia information) - Basics of digital communication and Internet - Hard and software basics, operating systems and applications - Information security and data security, Requirements engineering (make or buy decisions), ERM Principles (Exercise: Development of an ERM), basic principles and functionality of databases, basic principles of ERP systems, Business Intelligence Systems, Document Management Systems, Social Media), integration types of application systems (FTP, EAI, ETL), IT-Management basics, IT- Strategy, Software-Lifecycle Management, IT-Sourcing, challenges of Information and IT-Security, e-Business and e-commerce distinction, characteristics of digital economy, e-business models (B2B, B2C etc.), functionality and challenges of online-shops <p>New Media Lecture:</p> <ul style="list-style-type: none"> - Basics and overview regarding new media - Basics of modern media (web 2.0) - Social media and web publishing - Insight into multimedia formats (text, graphics, film) - Insight into online database systems - Project management with screenplay / storyboard basics - Interview basics Internship: - hands-on work with word processing, presentation and calculation programs <p>Exercises:</p> <ul style="list-style-type: none"> - Practical and theoretical exercises on well-chosen
Course assignment /Examination/ type of Examination:	Module Examination: Written examination (Information Technology lecture, New Media Lecture and Exercises) Ungraded study performance: projects/practical course and exercises,
Conditions for the allocation of Credit Points	Successful conclusion of the studies and satisfactory exam results Regular and active participation, Exercises: compulsory
Media:	divers
Literature:	<p>Laudon, K., Laudon, J.: Management Information Systems – Managing the Digital Firm, Harlow, Essex, UK (Pearson Education) Benyon-Davies, P. (2002). Information systems. An introduction to informatics in organizations.</p> <p>O'Brien, J. A., & Marakas, G. (2005). Introduction to information systems. McGraw-Hill, Inc.</p>

Module name:	Food and Wine Law
Lectures:	Food law Wine
Study semester:	2 nd semester
Module coordinator:	Silvia Diemer-De Schepper, RA
Lecturer:	Silvia Diemer-De Schepper, RA
Language:	English
Classification by Curriculum	Compulsory module in study program International Wine
Form of teaching/ semester hours per week:	Food law: Lecture, 2 Semester-week hours Undefined class size Wine law: Lecture, 2 Semester-week hours Undefined class size
Amount of work:	Hours of course attendance 60 hours Private studies: 60 hours (preparation and study for Module Examinations)
Credit points:	4
Prerequisites according to assessment regulations:	none
Recommended prerequisites:	
Module aims/ expected learning results	<u>Food law</u> : The students should be aware with essential regulations and their application as it applies to a decision maker in the wine and beverage industries. They are familiar with general juridical regulations regarding food law as it applies to regular business. <u>Wine law</u> : The students understand wine law and it's meaning for companies in the wine business and can apply this to day-to-day business.
Content:	German wine law and food law, European wine market organization, organization of Viticulture areas, regulations,
Course assignment /Examination/ type of	Module Examination: Written examination
Conditions for the allocation of Credit Points	PowerPoint presentations, blackboard, transparencies, legal texts
Media:	Baker Text: Civil Code, legal texts applicable to food and wine

Module name:	Mathematics and Statistics
Lectures:	Mathematics Statistics and biometrics Statistics
Study semester:	1 st and 2 nd semester
Module coordinator:	PD Dr. Kahlen
Lecturer:	PD Dr. Kahlen
Language:	English
Classification by Curriculum	Compulsory module in study program International Wine
Form of teaching/ semester hours per week:	Mathematics: Lecture, 3 Semester-week hours Undefined class size Statistics and biometrics: Lecture, 2 Semester-week hours Undefined class size Statistics exercises: Exercises 1 Semester-week hours Class size 20
Amount of work:	Hours of course attendance 90 hours; Private studies: 90 hours
Credit points:	6
Prerequisites according to assessment regulations:	None (
Recommended prerequisites:	High school level mathematics
Module aims/ expected learning results	After conclusion of the module, students should: - master the fundamentals of mathematical modeling and system analysis and be able to formulate mathematically appropriate problems. - master the methods of mathematics and statistics presented so far that one is able to solve simple problems in these fields by means of manual calculation, - be able to solve more demanding problems in these areas with
Content:	Basics from different areas of mathematics: equations; differential calculus for functions of one and several variables; integral calculation; vector calculation; linear optimization; differential equations- Basics of mathematical modeling and systems analysis - Basics of mathematical modeling and system analysis - Introduction to mathematics software - Basic principles of data collection - Basic concepts of descriptive statistics - Correlation calculation - Time series, linear and nonlinear regression - Basic concepts of probability theory - Basic concepts of inductive statistics - statistical estimation methods and tests (incl. variance analysis,
Course assignment /Examination/ type of	Module Examination: Written examination
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	PowerPoint, chalk board
Literature:	1) Knut Snydæter: „Peter Hammond, Arne Strøm, Andrés Carvajal: „Essential Mathematics for Economic Analysis“, Pearson (5th Edition) 2) Ian Jaques: „Mathematics for Economics and Business“

Module name:	Law
Lectures:	Basics of General Law Company Law
Study semester:	1 st and 2 nd semester
Module coordinator:	Silvia Diemer-De Schepper, RA
Lecturer:	Silvia Diemer-De Schepper, RA
Language:	English
Classification by Curriculum	Compulsory module in study program International Wine Business
Form of teaching/ semester hours per week:	Law: Lecture, 2 Semester-week hours Undefined class size Company law: Lecture, 4 Semester-week hours Undefined class size
Amount of work:	Hours of course attendance 90 hours Private studies: 90 hours (preparation and follow-up for Module Examinations)
Credit points:	6
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	
Module aims/ expected learning results	<u>Basics of law:</u> Students should know essential regulations of the law and their significance as it relates to a decision maker in the wine and beverage industry. <u>Company law:</u> Students understand the German tax system and achieve an overview about basic tax conditions in the EU and the USA. Have branch-specific knowledge in the field of taxation and tax law with regard to companies of different legal form; students should have an overview of company-relevant legal basics, basic legal methods and their applications, and know the legal framework regarding sector-specific domestic and international economic transactions.
Content:	<u>Basic principles of the law:</u> Introduction to the German legal system, legal bases and their areas of application, basic principles of economic law and tax law <u>Corporate law:</u> Principles of tax law; terms, delineation and purpose of taxes; The relationship between tax law, finance and commercial taxation; parties concerned and the system of taxation; Taxation and taxation procedures; International tax law; Types of income and foundations of income generation; Corporate taxation according to legal form; Principles of economic law; intellectual property; International trade law; Competition and antitrust law; Contract law and contract design; Labor law and employment contract law; Marriage and
Course assignment /Examination/ type of	Module Examination: Written examination
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	Presentation software, blackboard
Literature:	

Module name:	Sensory Evaluation
Lectures:	Sensory Evaluation
Study semester:	1 st and 2 nd semester
Module coordinator:	Prof. Dr. Jung
Lecturer:	Prof. Dr. Jung et al.
Language:	English
Classification by Curriculum	Compulsory module in study program International Wine
Form of teaching/ semester hours per week:	Sensory Evaluation: Lecture (L); 1 semester hour per week Sensory Evaluation: Practical Exercises (PE), 2 semester hours per week (1 st and 2 nd semester); Group size: max. 30
Amount of work:	Hours of course attendance: 45 Hours of private studies: 20 (lecture preparation and follow-up, exam preparation, review of presentations)
Credit points:	4
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	None
Module aims/ expected learning results	Students: <ul style="list-style-type: none"> • know the basic theory of sensory evaluation and sensory physiology • are trained for the conscious use of human senses for examination and measurement purposes • learn the basics, structure, implementation and evaluation of test methods • know how to prepare, conduct and analyze sensory tests and to interpret the results • know how to use sensory test methods to evaluate
Content:	1 st semester: <ul style="list-style-type: none"> • Sensory evaluation basics • Sensory physiology basics - theory and practical exercises (smell, sight, taste, trigeminus) • Discrimination test methods - theory, exercises and statistical evaluation (Comparison of Pairs, Triangle-Test, Duo-Trio- Test, In-Out-Test, A-not A-Test, Ranking) 2 nd semester: <ul style="list-style-type: none"> • Quantitative and descriptive sensory analysis: Theoretical knowledge, practical performance, statistical evaluation, Aroma profile, Analysis of Variance (ANOVA), Principal Component Analysis • Test methods for evaluation of wine: DLG schemes: 5-Point(1984), 20-Point, 100-Point „Bundesweinprämierung“ (2000), 5-Point-Scheme of
Course assignment /Examination/ type of Examination:	Module Examination: Written Examination (E) Course requirements: Compulsory attendance in lectures with practical exercises (PE) - written assignment and
Conditions for the allocation of Credit Points	Successful conclusion of the module examination and course requirements,
Media:	PowerPoint, practical exercises (sensory tasting), blackboard, FIZZ- Sensory -Evaluation-Software, netbooks
Literature:	1. Meilgaard, Civille, Carr (1999): Sensory Evaluation Techniques, CRC Press LLC 2. Lawless, Heymann (1999): Sensory Evaluation of Food, Aspen Publishers Inc. 3. Amerine, Pangborn, Roessler (1965): Principles of sensory evaluation of food, Academic Press

Module name:	Economics
Lectures:	Economics
Study semester:	1 st semester
Module coordinator:	Prof. Dr. Jon Hanf
Lecturer:	Prof. Dr. Jon Hanf
Language:	English
Classification by Curriculum	Compulsory module in study program International Wine Business
Form of teaching/ semester hours	Economics: Lecture, 4 Semester-week hours Undefined class size
Amount of work:	Hours of course attendance 60 hours; Private studies: 60
Credit points:	4
Prerequisites according to assessment regulations:	none
Recommended prerequisites:	none
Module aims/ expected learning results	Students: - receive an insight into economic thinking, - learn the basics of economics - get to know the connections between economic objectives and target systems - assess the relationships between the macroeconomic environment and the economic situation and development of
Content:	<ul style="list-style-type: none"> • Competitive theory • Basics of microeconomics • Basics of macroeconomics • Market factors and distribution of income • Factors of production, production theory, cost theory • Theory of pricing • Basics of economic policy • Fundamentals of agricultural and wine policy
Course assignment /Examination/	Module Examination: Written examination
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	PowerPoint presentations, blackboard
Literature:	N. Gregory Mankiw; 2011, <i>Principles of Economics</i> , South-Western

Module name:	World Wine Markets
Lectures:	World Wine Markets
Study semester:	2 nd semester
Module coordinator:	Dr. Sopiko Ghvandize
Lecturer:	Dr. Sopiko Ghvanidze
Language:	English
Classification by Curriculum	Compulsory module in study program International Wine Business
Form of teaching/ semester hours per week:	World Wine Markets: Lecture, 4 Semester-week hours Undefined class size
Amount of work:	Hours of course attendance 60 hours; Private studies: 60
Credit points:	4
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Economics
Module aims/ expected learning results	Students: - Deepen their knowledge about trading theory - Get to know the basics of exchange rates - Gain in-depth knowledge of the global wine-trade balance - Understand wine markets with respect to major wine production and consumption countries in the market
Content:	<ul style="list-style-type: none"> • Commercial theories • Foreign trade • Exchange rate theories • Global wine trade flows • Analysis of specific countries' wine markets and market participants
Course assignment / Examination / type of	Module Examination: Written examination
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	PowerPoint presentations, blackboard
Literature:	Anderson, K. (2005) The World's Wine Markets: globalization at Work Edward Elgar Publishing - Spahni P. (2016) Maggie Chardonnay - Exploring Neuromarketing in Wine - Lulu publishing

1st Academic Year

Semi-compulsory modules

Module name:	English Presentation and Writing
Lectures:	English Presentation and Writing
Study semester:	1 st and 2 nd semester
Module coordinator:	Emma Gledhill-Schmitt
Lecturer:	Emma Gledhill-Schmitt et al.
Language:	English
Classification by Curriculum	Semi-compulsory module in the course of studies International Wine Business
Form of teaching/ semester hours per week:	2 hours in 1 st semester, 2 hours in 2 nd semester
Amount of work:	Hours of course attendance: 60 hours; Private studies: 120
Credit points:	6
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	B2 CEFR English
Module aims/ expected learning results	<p>Acquisition and practice of wine business vocabulary, successful communication and negotiation within different teams; practice of the presentation skills necessary in today's business world. Learning about the use of written language for different purposes; writing an academic paper.</p> <p>The course will also prepare students for the 2nd-year English module.</p>
Content:	<p>Semester 1: the emphasis is on teamwork and business presentation skills. Working within different groups students will research and present various aspects of the international wine business. In both parts, students will be expected to organise themselves, motivate each other and keep to tight deadlines.</p> <p>Semester 2: the focus is on the written use of English for different purposes, including revision of letter writing, writing business reports and leading into guidance on academic writing. Together with the teacher, the students will decide on a topic for the final 3-4-page essay, the topic of which will be agreed upon with the teacher, and should have some connection with the international wine business. They will learn to write a seminar paper in English considering e.g. structural and linguistic elements.</p>
Course assignment /Examination/ type of Examination:	Semester 1: Course Assignment – 3 presentations Semester 2: Examination – 1 presentation + 4-page essay
Conditions for the allocation of Credit Points	Satisfactory exam results Active participation; compulsory attendance
Media:	Internet, DVD
Literature:	<p>Trappe, T.; Tullis, G.: <i>Intelligent Business</i> ISBN 978-1-4082-5597-1</p> <p>Davis, M.: <i>Scientific Papers and Presentations</i> ISBN 0-12-088424-0</p> <p>Williams, E.J.: <i>Presentations in English</i> ISBN 978-3-19-022884-3</p> <p>Oshima, A.; Hogue, A.: <i>Writing Academic English</i></p>

Module name:	International Wine Profiles
Lectures:	International Wine Profiles
Study semester:	2 nd semester
Module coordinator:	Dr. Szolnoki
Lecturer:	Dr. Szolnoki
Language:	English
Classification by Curriculum	Semi-compulsory module in study program International Wine Business
Form of teaching/ semester hours per week:	International Wine Profiles: Lecture/Seminar (L); 4 semester hours per week Group size: max. 35 students
Amount of work:	Hours of course attendance: 60 Hours of private studies: 120 (presentation preparation, review, exam preparation)
Credit points:	6
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Sensory Evaluation 1 st part (Prof. Dr. Jung)
Module aims/ expected learning results	Group work in the form of: - analysis and assessment of the international wine supply from the consumer's point of view; - presentation of selected product profiles / vine varieties; - collection of market data (store check); - organization and moderation of the tasting; - Sensory description of wines using a rating system developed for this lecture; - evaluation of wine descriptions using statistical methods; - Presentation and interpretation of the results (blog entry).
Content:	International comparison of: - generic wine concepts; - different vine varieties for white and red wines; - various wine making processes on style and quality; - Interdisciplinary assessment of wine styles using sensory evaluation, technology, natural influences and wine law.
Course assignment /Examination/ type of	Type of Examination: Exam (E) and presentation Course type: Lecture (L) with compulsory
Conditions for the allocation of Credit Points	Satisfactory exam results, Regular and active participation, compulsory
Media:	Seminar talk, lecture, independent work, discussion, presentation, tastings, PowerPoint presentations, Excel, online
Literature:	Robinson, J., Hardings, J. and Vouillamoz, J. (2012), Wine Grapes. HarperCollins Publisher. Clarke, O. und Rand M. (2010), Grapes & Wines. Sterling Publishing, New York. Robinson, J. (1999), The Oxford Companion to Wine. Oxford University Press, New York. Kim Andarson (2013), Which Winegrape Varieties are Grown Where?

Module name:	Introduction to Viticulture and Enology
Lectures:	Introduction to Viticulture and Enology
Study semester:	1 st and 2 nd semester
Module coordinator:	Mathias Scheidweiler, B.Sc.
Lecturer:	Dr. Schmitt, Mathias Scheidweiler, B.Sc., Dr. Döhring
Language:	English
Classification by Curriculum	Semi-compulsory module in study program International Wine Business
Form of teaching/ semester hours per week:	2
Amount of work:	
Credit points:	2
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	
Module aims/ expected learning results	Viticulture: Basic principles of viticultural work. Oenology: Basic principles of oenological work.
Content:	Viticulture: Theoretical knowledge and practical application of viticultural work. Oenology: Theoretical knowledge and practical application of oenological work
Course assignment /Examination/ type of	Module Examination: Written examination
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	PowerPoint-presentations and practical work in vineyard and cellar.
Literature:	Viticulture 1; practice; Coombe. Handbook of oenology Vol.1; Ribereau-Gayon

Module name:	German Language Course
Lectures:	German Language Course
Study semester:	1 st and 2 nd semester
Module coordinator:	Emma Gledhill-Schmitt
Lecturer:	Mrs. Gledhill-Schmitt et al.
Language:	German
Classification by Curriculum	Semi-compulsory module in the course of studies International Wine Business
Form of teaching/ semester hours per week:	2
Amount of work:	Hours of course attendance: 60 hours; Private studies: 120 hours
Credit points:	6
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Placement test
Module aims/ expected learning results	Depending on the entrance level: The level of the course will be defined at the beginning of the course depending on students' previous knowledge
Content:	Special topics from Viticulture, Enology and Wine Business Topics of daily life
Course assignment /Examination/ type of	Written examination and active participation
Conditions for the allocation of Credit Points	Satisfactory exam results Active participation; compulsory attendance
Media:	Internet, DVD, black board, photo copies, exercise sheets
Literature:	

1st Academic Year

Optional modules

Module name:	Addiction Prevention
Lectures:	Addiction prevention
Study semester:	2 nd semester
Module coordinator:	Prof. Dr. Strobl
Lecturer:	Prof. Dr. Strobl
Language:	English
Classification by Curriculum	Optional module International Wine Business
Form of teaching/ semester hours per week:	Addiction prevention: Lecture, 2 Semester-week hours Undefined class size
Amount of work:	Hours of course attendance 30 hours Private studies: 30 hours (preparation and review, preparation for the module exam)
Credit points:	2
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	
Module aims/ expected learning results	<p>Students are familiar with addiction problems and the effects of addiction and its consequences on</p> <ul style="list-style-type: none"> a) own health b) employees and subordinates, particularly in alcohol-related industries c) members of their families. <p>Students: understand the mechanisms of drugs from a medical point of view, as well as the health and social consequences of addiction.</p> <p>Students are able to recognize and addiction problem; for example, alcoholism, with themselves or with others. They know the therapeutic possibilities to stop the addiction. They know the prospects of relapse and how to prevent it.</p> <p>Students know how to deal with addicts, their families and work colleagues (co-addiction).</p>
Content:	History of drugs in civilization, development of an addiction memory, functions in the brain, the limbic system (endorphins and their receptors), behavioral changes through habituation and addiction, physical, mental and social consequences of addiction, ways out of addiction, measures and prevention during daily life, in a family and in a company. An overview of therapeutic measures is given.
Course assignment /Examination/ type of	Module Examination: Oral exam
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	Lecture, PowerPoint, films, discussion
Literature:	

Module name:	Economic, Agricultural and Consumer Politics
Lectures:	Economic, agricultural and consumer politics
Study semester:	2 nd semester
Module coordinator:	Barbara Richter (B.Sc.)
Lecturer:	Barbara Richter (B.Sc.), Prof. Paola Corsinovi
Language:	English
Classification by Curriculum	Optional module course of degree programs "International Wine Business", "Internationale Weinwirtschaft" and "Weinbau & Önologie"
Form of teaching/ semester hours per week:	Economic policy and consumer policy: Lecture, 4 Semester-week hours Undefined class size
Amount of work:	Hours of course attendance 60 hours Private studies: 60 hours
Credit points:	4
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Economics; World Wine Markets
Module aims/ expected learning results	Students: <ul style="list-style-type: none"> - learn the basics of economic policy - learn the basics of consumer policy - understand the struggle between economic policy and consumer protection policy - learn the basics of agricultural policy - learn the ideas and implications of EU wine market regulation - learn the ideas and implications of German and EU consumer protection policies.
Content:	<ul style="list-style-type: none"> - Fundamentals of Economic Policy - Principles of agricultural policy - Fundamental principles of consumer protection policy - Objective, structure and instruments of German and EU consumer protection policy - Objective, structure and instruments of agricultural and wine policy - History, status quo and future developments of the EU wine
Course assignment /Examination/ type of Examination:	Written exam
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	PowerPoint presentations, blackboard
Literature:	Gaeta, D., Corsinovi, P. (2014). Economics, Governance, and Politics in the Wine Market. European Union Development. New York: Palgrave Macmillan

2nd Academic year
Compulsory modules

Module name:	Management Accounting
Lectures:	General Management Accounting Special Management Accounting
Study semester:	3 rd semester
Module coordinator:	Prof. Dr. Kurth
Lecturer:	Prof. Dr. Kurth
Language:	English
Classification by Curriculum	Compulsory module in study program International Wine Business
Form of teaching/ semester hours per week:	General Management Accounting: Lecture, 2 Semester-week hours Undefined class size Special Management Accounting: Seminar, 2 Semester-week hours Class size max. 25
Amount of work:	Hours of course attendance 60 hours Private studies: 60 hours (preparation and review, study for the
Credit points:	5
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Business Operations
Module aims/ expected learning results	Students: - are able to use management accounting as a practical controlling tool as it applies to a company - know the most important methods of accounting and their applications in companies within the wine industry - can prepare, monitor and oversee specific company decisions with the help of management accounting - know different techniques and methods of management accounting and their applications regarding income and cost
Content:	<u>General management accounting</u> - Tasks, objectives and organization of cost accounting - Definition of financial and management accounting - Classification of costs - techniques; Methods and procedures for the cost and performance calculation - Fundamentals of Cost management systems <u>Special cost accounting</u> - Characteristics of management accounting for perennial crops - Special features of cost accounting for vineyards - Case studies and exercises on cost and performance calculations with companies in the wine sector - Commercial calculation
Course assignment /Examination/ type of	Module Examination: Written examination
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	PowerPoint presentations,
Literature:	Horngren, Sundem, Burgstahler, Schatzberg; Introduction to Management Accounting, 16 th ed.

Module name:	Microbiology
Lectures:	Microbiology
Study semester:	3 rd semester
Module coordinator:	Prof. Dr. Jürgen Wendland
Lecturer:	Prof. Dr. Jürgen Wendland et al.
Language:	English
Classification by Curriculum	Compulsory module in study program International Wine
Form of teaching/ semester hours per week:	Microbiology: Lecture, 4 Semester-week hours Undefined class size
Amount of work:	Hours of course attendance 60 hours Private studies: 60 hours
Credit points:	4
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	None
Module aims/ expected learning results	Students know the importance of microorganisms and their metabolism as it relates to the quality of alcoholic and non-alcoholic beverages. They are able to manipulate microorganisms at critical points in the production process to increase quality and are also able to prevent the development of quality-damaging germs in other areas. They know how to control the activity and the metabolism of microorganisms from outside. Furthermore, they are able to select chemical, microbiological and / or molecular biological methods of investigation for the identification of microorganisms and for operational quality controls in a meaningful and product-
Content:	<u>General microbiology</u> : selection and cultivation of microorganisms; Cytology, physiology; taxonomy; Virology; Genetic basis of multiplication and metabolism; fermentation forms; <u>Special microbiology</u> : drinkable microorganisms and their products which positively or negatively influence product quality; Dynamics and properties of pure and mixed populations; Microbial pathways of flavor formation (de novo synthesis and release of bound aromas); Use of genetic
Course assignment /Examination/ type of	Module Examination: Written examination
Conditions for the allocation of Credit Points	Successful conclusion of the exam performance
Media:	PowerPoint presentations, blackboard, practical machines and procedure demonstrations
Literature:	

Module name:	Marketing Project: France
Lectures:	Marketing project France
Study semester:	3 rd semester
Module coordinator:	Manuela Ortner, MBA
Lecturer:	Manuela Ortner, MBA
Language:	English
Classification by Curriculum	Compulsory module in degree program International Wine
Form of teaching/ semester hours per week:	Marketing project France: Seminar, 4 Semester-week hours Class size 35
Amount of work:	Hours of course attendance 60 hours; Private studies: 120
Credit points:	6
Prerequisites according to assessment regulations:	none
Recommended prerequisites:	Modules Marketing Basics , Business Management
Module aims/ expected learning results	Students: <ul style="list-style-type: none"> - recognize wine-growing regions and can analyze, characterize and compare them by their distinctive features - know about the production and sales structures - can translate interactions in France to other producing and consumer countries, and are able to recognize and describe regional product characteristics
Content:	<ul style="list-style-type: none"> - analysis of wine-growing regions according to production and sales structures, product profiles and strategic development - Structure and development of the French wine market according to consumption, sales channels and foreign trade - Production structures of wine, sparkling wine and spirits - institutions of the French wine industry and legal framework - Development of a team-oriented marketing project
Course assignment /Examination/ type of	
Conditions for the allocation of Credit Points	Satisfactory exam results Regular and active participation; compulsory attendance
Media:	Power Point, Presentation software, blackboard, Tasting, variety of modern media
Literature:	

Module name:	Marketing Project: Consumer Markets in Western and Northern Europe
Lectures:	Marketing project Western Europe and Northern Europe
Study semester:	4 th semester
Module coordinator:	Prof. Dr. Jon Hanf /
Lecturer:	Prof. Dr. Jon Hanf / Manuela Ortner, MBA
Language:	English
Classification by Curriculum	Compulsory module in degree program International Wine
Form of teaching/ semester hours per week:	Marketing project Consumer Markets in Western and Northern Europe. Seminar classes; 4 Semester-week
Amount of work:	Hours of course attendance 60 hours; Private studies: 120
Credit points:	6
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Marketing basics; Business Management, economics, World Wine Markets
Module aims/ expected learning results	<p>Students:</p> <ul style="list-style-type: none"> - deepen their marketing knowledge, - apply marketing strategies, tools and concepts - Have in-depth knowledge of the structure and development of the wine and beverage market, - are familiar with consumer behavior towards wine, - are aware of the country-specific legislation regarding the marketing of alcoholic drinks, - know the characteristics of the import and sales channels of wine, champagne and spirits. -
Content:	<p>For the consumer markets Belgium, Berlin, Denmark, Finland, Great Britain, Holland, Ireland, Iceland, Luxembourg, North Sea / Baltic Sea, Norway, Sweden:</p> <ul style="list-style-type: none"> - social and economic conditions, - the development and importance of the beverage industry, the specific tax and commercial law for the trade in wine (including on- and off-license), - import and distribution channels, - Marketing-mix concepts in wholesale and retail trade, as well as in gastronomy - Company profiles of major companies.
Course assignment /Examination/ type of	Preparation + Report/Presentation
Conditions for the allocation of Credit Points	Satisfactory exam results Regular and active participation; compulsory attendance
Media:	PowerPoint presentations, blackboard
Literature:	Meiningers Wine business International

Module name:	Oenology
Lectures:	Wine Production Technology Sparkling Wine Production
Study semester:	3 rd and 4 th semester
Module coordinator:	Prof. Dr. Christmann
Lecturer:	Prof. Dr. Christmann; Dr. M. Schmitt
Language:	English
Classification by Curriculum	Compulsory module in degree program International Wine
Form of teaching/ semester hours per week:	Wine Production Technology: Lecture, 5 semester hours per week Indefinite group size Sparkling Wine Production Technology: Lecture, 1 semester hour per week undefined group size
Amount of work:	Hours of course attendance: 90 Hours of private studies: 90 (lecture preparation and follow-up, exam preparation)
Credit points:	6
Prerequisites according to assessment regulations:	none
Recommended prerequisites:	none
Module aims/ expected learning results	Students: - Know the methods of winemaking from grape growing to bottling - Understand all the individual steps and techniques used in wine making - Understand the complex relationships of all processes of winemaking- can apply specific methods of vinification in a targeted manner - Know the legal regulations regarding the sparkling wines- Know the basic manufacturing procedures for sparkling wine - Know the different effervescent wines- Can the
Content:	<u>Wine Production Technology:</u> Raw grape material, grape processing, must treatment, enrichment, fermentation, racking, fining and stabilization procedures, application of SO ₂ , filtration, filling, red wine making, international enological procedures, alcohol and acid management <u>Sparkling Wine Production Technology:</u> law, basics in bottle fermentation and tank fermentation, dosage, materials,
Course assignment /Examination/ type of	Type of Examination: Exam (E) Course type: Lecture (L)
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	PowerPoint Presentation, blackboard
Literature:	Lecture script

Module name:	Business Management
Lectures:	Business management Personnel management
Study semester:	3 rd semester
Module coordinator:	Prof. Dr. Hanf
Lecturer:	Prof. Dr. Hanf, Manuela Ortner, MBA
Language:	English
Classification by Curriculum	Compulsory module in study program International Wine Business
Form of teaching/ semester hours per week:	Business management: Lecture, 2 Semester-week hours Undefined class size Personnel management: Lecture 2 Semester-week hours Undefined class size
Amount of work:	Hours of course attendance 60 hours; Private studies: 60
Credit points:	4
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Modules Business Operations, Marketing Basics
Module aims/ expected learning results	Students: <ul style="list-style-type: none"> - Know the forms, aims and functions of Business Management, - Have an overview about the basics of project management. - Understand specific problems in small and middle-size enterprises. - Know specific requirements of companies in the wine industry. - Know the meaning and understand the tools of
Content:	<ul style="list-style-type: none"> - Basics of Business Management - Organization and staff - Management systems - Project management - Basics of decision theory - Basics and methods of planning and control - Personnel management, managerial functions and leadership technologies communication, discussion preparation and chairmanship
Course assignment /Examination/ type of	Module Examination: Written examination
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	PowerPoint presentations, blackboard
Literature:	

Module name:	Wine and Beverage Marketing
Lectures:	Wine and Beverage Marketing Retail Marketing Market Research
Study semester:	3 rd and 4 th semester
Module coordinator:	Manuela Ortner, MBA
Lecturer:	Manuela Ortner, MBA; Dr. Szolnoki
Language:	English
Classification by Curriculum	Compulsory module in study program International Wine Business
Form of teaching/ semester hours per week:	Special Wine and Beverage Marketing Lecture: 2 Semester-week hours Retail Marketing Lecture: 2 Semester-week hours Consumer and Market research Lecture: 2 Semester-week hours, Undefined class size
Amount of work:	Hours of course attendance 90 hours Private studies: 90 hours (preparation and evaluation, manufacture of a project report, preparation on the module
Credit points:	6
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Marketing Basics
Module aims/ expected learning results	Students: - understand consumer behavior - can design, perform and evaluate market research, - understand marketing tools, have mastered the basics of wine and beverage marketing management, - are able to develop, justify and implement marketing decisions.
Content:	- Methods of market research and its importance in the beverage sector - Results of current beverage market research, - Theory of Purchasing Behavior of Wine Consumers - Marketing strategies in the beverage industry - Theory and techniques of product design in wine, sparkling wine and spirits - Theory and techniques of advertising design - Distribution and logistics in the beverage industry - Marketing-mix concepts regarding direct sales, specialist trade, food trade, in the gastronomy and export - Concepts of Joint Advertising/Marketing
Course assignment /Examination/ type of	Module Examination: Written examination
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	PowerPoint presentation, blackboard, transparencies, photo
Literature:	Malhotra, N.K., Birks, D. and Wills, P. (2012), Marketing Research – an applied Approach. Pearson Education Limited, Harlow.

Module name:	Viticulture
Lectures:	General Viticulture Organic
Study semester:	3 rd and 4 th semester
Module coordinator:	Prof. Dr. Stoll
Lecturer:	Prof. Dr. Stoll; Dr. Johanna Döring (B.Sc.); Prof. Dr. Schmid,
Language:	English
Classification by Curriculum	Compulsory module in study program International Wine
Form of teaching/ semester hours per week:	General Viticulture Lecture (L): 4 semester hours per week Indefinite group size Organic Viticulture Lecture (L): 1 semester hours per week Indefinite group size Ampelography: Practical exercises (PE), 2 semester hours per week group size of 20 students
Amount of work:	Hours of course attendance: 105 Hours of private studies: 75 (lecture preparation and follow-up, Exam preparation)
Credit points:	6
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Modules: Chemistry and Wine Chemistry, Introduction to Viticulture and Enology,
Module aims/ expected learning results	Students: <ul style="list-style-type: none"> - learn the physiological basics in high-quality viticulture and thus can pair this knowledge with practical skills to obtain production aims successfully - learn all aspects of conventional and organic viticulture - are able to analyze, evaluate and optimize viticultural scenarios - are able to identify and describe grape varieties and vine stocks such as evaluate their characteristics in conjunction with viticultural matters
Content:	General background within the field of general and organic viticulture: classification, geographical distribution; climate and soils; structure and function of grapevine; breeding, propagation grape varieties and rootstocks; establishing and managing a vineyard; interaction vine and abiotic factors and its impact on fruit composition; soil management systems; designing and planting vineyards; water regime of the vine; pruning and trellis systems in flat, hillside and steep slopes, yield to quality interactions; quality
Course assignment /Examination/ type of	Viticulture: Module Examination: Written examination Ampelography: Compulsory attendance in PE; Exam: oral
Conditions for the allocation of Credit Points	Satisfactory exam results; Regular and active
Media:	PowerPoint, blackboard , practical explanations in the field
Literature:	DRY, P. R. and B. G. COOMBE (2004). Viticulture -Volume 1and 2. Adelaide, Winetitles Pty Ltd. WINKLER, A. J., J. A. COOK, W. M. KLIEWER and L. A. LIDER (1974). General Viticulture, University of California Press: Berkeley. Advanced: ILAND, P., DRY, P., PROFFITT, T., TYREMAN, S.: The Grapevine - from science to the practice of growing vines for wine, Patrick Iland wine Promotions Pty Ltd, 2011. KELLER, M.: The Science of grapevines: anatomy and physiology, Amsterdam, Elsevier, 2010 Ampelography: Piere Galet (202): Grape Varieties, Hachette

Module name:	Evaluation of Wine
Lectures:	Wine Evaluation
Study semester:	3 rd and 4 th semester
Module coordinator:	Prof. Dr. Jung
Lecturer:	Prof. Dr. Jung
Language:	English
Classification by Curriculum	Compulsory module in study program International Wine
Form of teaching/ semester hours per week:	Wine Evaluation: Lecture (L); 1,5 Semester-week hours in 3 rd semester, 1,5 Semester-week hours in 4 th semester Group size: max. 30
Amount of work:	Hours of course attendance: 45 Hours of private studies: 30 (lecture preparation and follow-up, exam preparation)
Credit points:	4
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Sensory Evaluation (Prof. Dr. Jung)
Module aims/ expected learning results	Students: - can address wines according to their special characteristics - can analyze wines descriptively - can recognize defects, errors and diseases of wines. - can assess national and international wines as well as specialized and sparkling wines.
Content:	3 rd semester: <ul style="list-style-type: none"> • General guidelines of wine evaluation; use of quantitative descriptive analysis, wine terms • domestic and international testing schemes for wine • different sensory influences by different winemaking practices • Wine evaluation of white, rosé and red still wines of German, Austrian, Swiss, French, Italian, Spanish, Portuguese, other European and overseas origins • Wine evaluation of special wines (Sherry, Port and sweet/fortified wines) • Wine evaluation of domestic and international sparkling wines 4 th semester: <ul style="list-style-type: none"> • Continued wine evaluation of white, rosé and red still wines of German, Austrian, Swiss, French, Italian, Spanish, Portuguese, other European and overseas origins • the influence of aging on wine development and on sensory properties, wine evaluation • Recognition of deficiencies and off flavors in wine
Course assignment /Examination/ type of	Type of Examination: Exam (E) and presentation Course type: lecture (L) with compulsory
Conditions for the allocation of Credit Points	Satisfactory exam results Regular and active participation; compulsory attendance
Media:	PowerPoint, practical exercises (sensory tasting), blackboard, FIZZ-Sensory -Evaluation-Software,
Literature:	Meilgaard, Civille, Carr (1999): Sensory Evaluation Techniques, CRC Press LLC; Lawless, Heymann (1999): Sensory Evaluation of Food, Aspen Publishers Inc.; Amerine, Pangborn, Roessler (1965): Principles of sensory evaluation of food,

2nd Academic year

Semi-compulsory modules

Module name:	Advanced Business English
Lectures:	Advanced Business English
Study semester:	3 rd and 4 th semester
Module coordinator:	Emma Gledhill-Schmitt
Lecturer:	Brigitte Lückoff
Language:	English
Classification by Curriculum	Semi-compulsory module in the course of studies International Wine Business
Form of teaching/ semester hours per week:	2 hours per week in 3 rd and 4 th semester
Amount of work:	Hours of course attendance: 60 hours; Private studies: 120 hours
Credit points:	6
Prerequisites according to assessment regulations:	none
Recommended prerequisites:	English Presentations & Writing module (semesters 1 & 2)
Module aims/ expected learning results	Preparation course for Cambridge Business English Certificate (Higher) – Level C1 The course provides the necessary practical writing, reading, speaking and listening skills for people who will need English in a business environment.
Content:	<ul style="list-style-type: none"> • Reading skills: acquired by means of a large number of authentic business articles from a variety of well-known business publications • Writing skills: ability to write various types of both internal and external communications (e.g. emails, letters, reports and proposals) • Listening skills: improving students' listening proficiency by means of specially designed listening materials and authentic interviews with business people • Speaking skills: essential business speaking skills such as those required for meetings, conferences, negotiations and presentations built up in discussions and role-play activities • Ample business vocabulary acquired by numerous vocabulary exercises • Grammar explanations and exercises to extend and revise students' knowledge of English Grammar at this level • Exam skills exercises practicing all parts of the BEC-H exam <p><u>part of the university</u></p>
Course assignment /Examination/ type of Examination:	Semester 3: Course Assignment: oral examination Semester 4: Examination:
Conditions for the allocation of Credit Points	Satisfactory exam results Active participation; compulsory attendance
Media:	Internet, DVD
Literature:	Teacher will confirm

Module name:	Business and Technical German
Lectures:	Advanced Business German
Study semester:	3 rd and 4 th semester
Module coordinator:	Agi Meisl-Faust
Lecturer:	Agi Meisl-Faust
Language:	German
Classification by Curriculum	Semi-compulsory module in the course of studies International Wine Business
Form of teaching/ semester hours per week:	Seminar lessons, 3 Semester-week hours in 3rd semester Class size 25 Specialized exercises: 3 Semester-week hours in 4th semester
Amount of work:	Hours of course attendance 90 hours Private studies: 90 hours (preparation and evaluation; production of a professional talk, preparation on the module exam)
Credit points:	6
Prerequisites according to assessment regulations:	Entry level test required
Recommended prerequisites:	
Module aims/ expected learning results	This is a 2-semester course: Aim: Acquisition and practice of advanced business vocabulary, successful communication and negotiation within different teams, practice of the presentation skills necessary in today's business world. Aim: Learning about the use of written language for different
Content:	German with reference to International Wine Business
Course assignment /Examination/ type of Examination:	Semester 1: Course Assignment– test Semester 2: Examination – written exam
Conditions for the allocation of Credit Points	Satisfactory exam results Active participation; compulsory attendance
Media:	Internet, DVD

Module name:	Business and Technical French
Lectures:	Business and Technical French
Study semester:	3 rd and 4 th semester
Module coordinator:	Emma Gledhill-Schmitt
Lecturer:	Mr. Aboub
Language:	French
Classification by Curriculum	Semi-compulsory module in study program International Wine Business
Form of teaching/ semester hours per week:	Specialized French: Seminar lessons, 3 Semester-week hours in 3 rd Class size 25 Specialized French exercises: 3 Semester-week hours in 4 th
Amount of work:	Hours of course attendance 90 hours Private studies: 90 hours (preparation and evaluation; production of a professional talk, preparation on the module)
Credit points:	6
Prerequisites according to assessment regulations:	School knowledge (as a rule, 2nd foreign language) of French
Recommended prerequisites:	French 1 & 2 and Refresher Course (Preparation courses offered by the Language Center)
Module aims/ expected learning results	French language for working in the wine industry
Content:	Current topics relating to the wine business <ul style="list-style-type: none"> • Training listening and reading skills • Improving writing and discussion skills • Advanced grammatical structures as needed
Course assignment /Examination/ type of Examination:	Semester 1: Course Assignment – presentation with written summary Semester 2: Examination – written exam
Conditions for the allocation of Credit Points	Satisfactory exam results Active participation; compulsory attendance
Media:	Textbook, CD, DVD, Industry Periodicals
Literature:	Casamayor, P: Le vin en 80 questions ISBN 2012370760 Labruyère, R; Schirmer, M; Spurr: Les vins de France et du monde ISBN 2-09-183287-1 Cadiou, C & P: Lexivin ISBN 2-907080-14-8

Module name:	Business and Technical Italian
Lectures:	Specialized Italian Specialized Italian
Study semester:	3 rd and 4 th semester
Module coordinator:	Daniela Ceroni
Lecturer:	Daniela Ceroni
Language:	Italian
Classification by Curriculum	Semi-compulsory module in study program International Wine Business
Form of teaching/ semester hours per week:	Seminar lessons, 3 Semester-week hours Class size 35 Exercises: 3 Semester-week hours Class size 20
Amount of work:	Hours of course attendance 90 hours; Private studies: 90
Credit points:	6
Prerequisites according to assessment regulations:	Entry level test required
Recommended prerequisites:	Italian 1, 2 & 3 (Preparation courses offered by the Language Center)
Module aims/ expected learning results	Italian language for working in the wine industry
Content:	Current topics relating to the wine business <ul style="list-style-type: none"> • Training listening and reading skills • Improving writing and discussion skills • Advanced grammatical structures as needed
Course assignment /Examination/ type of Examination:	Semester 1: Course Assignment – presentation with written summary Semester 2: Examination – written exam compulsory attendance
Conditions for the allocation of Credit Points	Satisfactory exam results Regular and active
Media:	PowerPoint presentation software, blackboard, Overhead, , PC, DVD, CD, YouTube
Literature:	Sicheri, G: <i>Il libro completo del vino</i> (De Agostini, 2008)

Module name:	Business and Technical Spanish
Lectures:	Specialized Spanish Specialized Spanish
Study semester:	3 rd and 4 th semester
Module coordinator:	Emma Gledhill-Schmitt
Lecturer:	Lida Marin-Bötzl
Language:	Spanish
Classification by Curriculum	Semi-compulsory module in study program International Wine Business
Form of teaching/ semester hours per week:	Seminar lessons, 3 Semester-week hours in 3rd and 4th semester Class size 25
Amount of work:	Hours of course attendance 90 hours; Private studies: 90
Credit points:	6
Prerequisites according to assessment regulations:	Entry level test required
Recommended prerequisites:	Spanish 1, 2 & 3 (Preparation courses offered by the Language Center)
Module aims/ expected learning results	Spanish language for working in the wine industry In their future field of work, students are able to express themselves professionally and correctly in the foreign language in both in writing and verbally. They are particularly skilled in the areas of viticulture, oenology, sensory evaluation, beverage technology and the wine and beverage industry.
Content:	Current topics relating to the wine business <ul style="list-style-type: none"> • Training listening and reading skills • Improving writing and discussion skills • Advanced grammatical structures as needed
Course assignment /Examination/ type of Examination:	Semester 1: Course Assignment – presentation with written summary Semester 2: Examination – written exam compulsory attendance
Conditions for the allocation of Credit Points	Satisfactory exam results Regular and active
Media:	PowerPoint presentation, blackboard, PC, DVD, CD
Literature:	

Module name:	Investment and Financing Planning
Lectures:	Investment and Financing Planning Corporate Taxation Entrepreneurship
Study semester:	4 th semester
Module coordinator:	Prof. Dr. Kurth
Lecturer:	Prof. Dr. Kurth
Language:	English
Classification by Curriculum	Semi-compulsory module in study program International Wine Business
Form of teaching/ semester hours per week:	Investment and Financing Planning: lecture, 3 Semester-week hours; Undefined class size Corporate Taxation: lecture, 2 Semester-week hours; Undefined class size Entrepreneurship: lecture, 1 Semester-week hour Undefined class size
Amount of work:	90-hour Hours of course attendance 90 hours of Private
Credit points:	6
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Business Management, Management Accounting
Module aims/ expected learning results	Students: - understand how investment and financing planning operate - are familiar with static and dynamic investment calculations - understand the fundamentals of risk management - understand the basics of company taxation - have an overview of the basics of company formation and its outlook
Content:	- Techniques for investment and financing - Introduction and organization of risk management - Risk analysis and risk decisions - Principles of company taxation - Principles of the tax balance - Basics Entrepreneurship - Business planning
Course assignment /Examination/ type of Examination:	Module Examination: Written examination
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	PowerPoint presentations, blackboard
Literature:	Brealey, Myers, Allen: Principles of Corporate Finance, 11 th ed.

Module name:	Marketing Project: Southern Europe
Lectures:	Project Southern Europe
Study semester:	4 th semester
Module coordinator:	Manuela Ortner, MBA
Lecturer:	Manuela Ortner, MBA
Language:	English
Classification by Curriculum	Semi-compulsory module in study program International Wine Business
Form of teaching/ semester hours per week:	Project Southern Europe, Seminar lessons, 4 Semester-week hours Class size: 35
Amount of work:	Hours of course attendance 60 hours Private studies: 120 hours
Credit points:	6
Prerequisites according to assessment regulations:	none
Recommended prerequisites:	Fundamentals of marketing, World Wine Markets
Module aims/ expected learning results	Students: - understand the country-specific connections between society, history, the legal system (in particular wine law), production and sales structures, - can describe and evaluate the wines of the different regions, - are familiar with the provisions of wine law and their effects on the product profiles.
Content:	For the countries: Spain, Portugal, Greece - Social and economic structures - Development and importance of the beverage industry and the beverage market - Country-specific wine and business law - Structure and development of the respective wine market according to consumption, sales channels and foreign trade - Production structure for wine, champagne, liqueur wines and spirits - The respective wine-growing regions by producer structure, sales structure, special wine law and product
Course assignment /Examination/ type of	Examination: written exam and project/seminar Class type: seminar
Conditions for the allocation of Credit Points	Satisfactory exam results Study performance: Regular and active participation; compulsory attendance
Media:	PowerPoint presentations, blackboard
Literature:	

2nd Academic year

Optional modules

Module name:	E-Commerce
Lectures:	B2C, ERP and systems CRM
Study semester:	3 rd semester
Module coordinator:	Prof. Dr. Mehler-Bicher
Lecturer:	Prof. Dr. Mehler-Bicher
Language:	English
Classification by Curriculum	Optional module course of studies International Wine Business
Form of teaching/ semester hours per week:	B2C, ERP and systems CRM; lecture, 2 Semester-week hours Undefined class size
Amount of work:	Hours of course attendance 30 hours Private studies: 30 hours
Credit points:	2
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Marketing Basics; Information Technology
Module aims/ expected learning results	<p>The Students:</p> <ul style="list-style-type: none"> • can assess the current market and the potential of the online wine and beverage market • know the basics of business-to-consumer marketing • understand the importance of social media with regard to marketing • know the basics of business-to-business marketing • Can integrate CRM into B2C and B2B • know the merchandise management systems certified for the wine and beverage industry
Content:	<ul style="list-style-type: none"> • Basics of online marketing and e-commerce • Development of the online market • Classification of the B2C into the marketing fundamentals • Basics of B2C and instruments (social media) • Basic B2B; ERP; CRM
Course assignment /Examination/ type of Examination:	Module Examination: Written examination
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	PowerPoint, blackboard
Literature:	

Module name:	Educational Excursion
Lectures:	
Study semester:	3 rd and 4 th semester
Module coordinator:	Dr. Ghvanidze
Lecturer:	Teaching Staff
Language:	English and others
Classification by Curriculum	Optional module course of studies International Wine Business
Form of teaching/ semester hours per week:	Excursion
Amount of work:	7 days of participation in the excursion
Credit points:	2
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	None
Module aims/ expected learning results	The Students: - observe the regional and international characteristics of the profession. - experience operating strategies of successful companies. - can use this knowledge when making decisions in their professional life.
Content:	Observe cultivation methods, viticultural and oenological processes in the field; Typical regional products, marketing systems, special legal regulations; examine production facilities
Course assignment /Examination/ type of	Module Examination: report and active participation
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	
Literature:	

Module name:	Project Market Research
Lectures:	
Study semester:	4 th semester
Module coordinator:	Dr. Ghvanidze
Lecturer:	Dr. Ghvanidze
Language:	English
Classification by Curriculum	Optional module course of studies International Wine Business
Form of teaching/ semester hours per week:	Seminar lessons: 3 Semester-week hours, class size max. 25
Amount of work:	Hours of course attendance 45 hours Private studies: 75 hours
Credit points:	4
Prerequisites according to assessment regulations:	none
Recommended prerequisites:	Basic knowledge in statistics and data analysis
Module aims/ expected learning results	<p>The students</p> <ul style="list-style-type: none"> - Improve their knowledge in market research methods - Know to develop the research methodology for applied marketing projects - Know to develop questionnaire design - Know to apply sampling procedures - Know to implement uni- and multivariate research methods - Know to develop hypothesis and theoretical models for applied marketing issues - Know to test hypothesis, relationship between dependent and independent variables of the theoretical models - Are able to apply their knowledge of empirical research methods in certain marketing projects - Know to design empirical research projects e.g. bachelor thesis as well as to develop and test theory based argumentation of their research questions <p>Gain the soft skills like team work, presenting results of their research projects, the ability to argue and to criticize, and to</p>
Content:	<ul style="list-style-type: none"> - Analysis of secondary and primary data - Collecting and capture data - Data analysis <p>Quantitative research methods (SPSS)</p>
Course assignment /Examination/ type of	Preparation and Report / Presentation (RP)
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	PowerPoint, Excel, Discussion, Seminar, SPSS
Literature:	<ul style="list-style-type: none"> - Malhotra, N.K. (2015), Marketing Research – An applied orientation, Pearson Education Limited. - Malhotra, N.K. & Briks, D. F. (2007), Marketing Research – An applied approach, Pearson Education Limited. - Field, A. (2012), Discovering statistics using IBM SPSS Statistics, Sace Publicatio Ltd

3rd Academic year
Compulsory modules

Module name:	Bachelor Thesis
Lectures:	Thesis
Study semester:	6 th semester
Module coordinator:	Teaching Staff
Lecturer:	
Language:	English
Classification by Curriculum	Compulsory module in study program International Wine
Form of teaching/ semester hours per week:	Individual work and support discussions
Amount of work:	360 hrs. Individual work with supervision (preparation of the
Credit points:	12
Prerequisites according to assessment regulations:	Successful conclusion of all central modules of the 1st academic year; Successful conclusion of 5 other central modules;
Recommended prerequisites:	none
Module aims/ expected learning results	Students work on a challenge within a given period within a given period of time independently from their studies using scientific methods. Methodical working under supervision: Problem-analysis, development of theses and approaches to solutions, project development and definition taking into account the given time, Evaluation and interpretation of results, formalities in the composition of work and publication. Structure and design of a scientific work, taking into account the principles for safeguarding good scientific practice
Content:	Bachelor thesis
Course assignment /Examination/ type of	Bachelor Thesis
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	
Literature:	Independent literature study

Module name:	Work Placement - Compulsory Internship Abroad
Lectures:	in Germany or Abroad
Study semester:	5 th semester
Module coordinator:	Manuela Ortner, MBA
Lecturer:	Manuela Ortner, MBA
Language:	English or language of the country
Classification by Curriculum	Compulsory module in study program International Wine
Form of teaching/ semester hours per week:	Preparation seminar: Seminar 1 Semester-week hour, undefined class size Professional studies: at least 12 weeks abroad or in a project in an internationally active company in Germany, maximum 3 students per practice center
Amount of work:	Preparation seminar: 15- hours of course attendance; Private studies: 30 hours Practice stay at least 12 weeks (full time)
Credit points:	12
Prerequisites according to assessment regulations:	Earliest from 3rd semester possible Proof of at least 60 ECTS credit points Invitation letter of the practice authority or internship contract For the practical phase at the internship site, successful
Module aims/ expected learning results	The students <ul style="list-style-type: none"> - have experience in the field of work - are able to implement theoretical knowledge in professional practice abroad - know the technical and organizational contexts of the practice - can handle project tasks responsibly - can work in a team - are open to foreign cultures and economic processes - are capable of integration - can present gained experience using suitable media.
Content:	<u>Preparatory seminar:</u> - Introduction to the conditions and applications of knowledge; the proposal and its requirements; practical activities and possible projects; reporting. <u>On site:</u> - Practical and competent work utilizing a foreign language and theoretical knowledge, while adapting to company and country culture norms. - implementation of temporary projects or activities
Course assignment /Examination/ type of	Module Examination: Practice report and presentation
Conditions for the allocation of Credit Points	Satisfactory assessment results
Media:	
Literature:	

Module name:	Scientific Work and Presentation
Lectures:	Scientific Work and Presentation
Study semester:	6 th semester
Module coordinator:	Prof. Dr. Hanf
Lecturer:	Teaching Staff
Language:	English
Classification by Curriculum	Compulsory module in study program International Wine
Form of teaching/ semester hours per week:	Scientific work and presentation: Seminar lessons, 1 Semester-week hours
Amount of work:	Private studies: 90 hours (preparation for presentation of the thesis; preparation for the module exam)
Credit points:	6
Prerequisites according to assessment regulations:	Proof of the successful completion of compulsory modules and elective modules necessary for the achievement of 180 ECTS
Recommended prerequisites:	none
Module aims/ expected learning results	<p>Students know the basics of scientific work and documentation. They can identify formal foundations and the construction of scientific papers. They can document correctly and create sources and bibliographies. They are able to present and critically discuss scientific work.</p> <p>The students are familiar with the possibilities for publication and presentation of scientific work. They can summarize the essential content and present it with appropriate techniques or media. They are able to respond to critical questions competently and to represent their findings.</p>
Content:	Production of a scientific work and its presentation. (Literature search, development and organization, material and methods, results and their discussion, summary and publication). Application of presentation tools for the
Course assignment /Examination/ type of	Module Examination: Media-supported presentation of a scientific work. Thesis completion and oral exam on thesis
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	Presentation, PowerPoint presentation,
Literature:	Independent literature study

3rd Academic year

Semi-compulsory modules

Module name:	Marketing Project: Central and Eastern Europe
Lectures:	Marketing Project: Central and Eastern Europe
Study semester:	6 th semester
Module coordinator:	Dr. Ghvanidze
Lecturer:	Dr. Ghvanidze
Language:	English
Classification by Curriculum	Semi-compulsory module in study program International Wine
Form of teaching/ semester hours per week:	Marketing project Central Europe and Eastern Europe, Seminar lessons, 4 Semester-week hours Class size: 35
Amount of work:	Hours of course attendance 60 hours Private studies: 120 hours
Credit points:	6
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Marketing Basics , Business Management; Beverage Marketing, Economics, World Wine Markets
Module aims/ expected learning results	<ul style="list-style-type: none"> - deepen marketing concepts and strategies - students are introduced into transformation economics - students have in-depth knowledge of the structure and development of the beverage market, - know the consumer behavior to wine, - are aware of the country-specific legislation on the marketing of alcoholic drinks, - know the characteristics of the import and sales channels for wine, champagne and spirits.
Content:	<ul style="list-style-type: none"> - Transformation Process and Economics - Internationalization <p>Aimed at the countries: Hungary, Slovenia, Romania, Bulgaria, Croatia, Moldova, Ukraine, Kosovo, Macedonia, Georgia, Armenia, Russia</p> <ul style="list-style-type: none"> - Social and economic structures - Development and importance of the beverage industry and the beverage market - Country-specific wine and business law - structure and development of the respective wine market according to consumption, sales channels and foreign trade - Production structure for wine, champagne, liqueurs and spirits - The respective wine-growing regions by producer structure, sales structure, special wine laws and product profiles
Course assignment /Examination/ type of	Preparation and report / presentation
Conditions for the allocation of Credit Points	Satisfactory exam results Regular and active participation; compulsory attendance
Media:	PowerPoint presentations,
Literature:	Meiningers Wine Business

Module name:	Marketing Project: Asia
Lectures:	Marketing Project Asia
Study semester:	5 th semester
Module coordinator:	Prof. Dr. Jon Hanf
Lecturer:	Prof. Dr. Jon Hanf, Peter Winter
Language:	English
Classification by Curriculum	Semi-compulsory module in study program International Wine Business
Form of teaching/ semester hours per week:	Marketing Project Asia, Seminar lessons, 4 Semester-week hours Class size 35
Amount of work:	Hours of course attendance 60 hours Private studies: 120 hours
Credit points:	6
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Marketing Basics, Business Management, Beverage Marketing, Economics, World Wine Markets
Module aims/ expected learning results	The students have in-depth knowledge of the structure and development of the beverage market, - know the consumer behavior to wine, - are aware of the country-specific legislation on the marketing of alcoholic drinks, - know the characteristics of the import and sales channels for wine, champagne and spirits. - deepen marketing concepts and strategies - are introduced into transformation economics
Content:	For the countries of Japan, China, Taiwan, Korea and Hong Kong; - Social and economic conditions, - The development and importance of the beverage industry, the specific tax and commercial law for the wine trade (including on- and off-license), - Import and distribution channels, - Marketing-mix concepts in the wholesale and retail trade, as well as in gastronomy
Course assignment /Examination/ type of	Preparation and report / presentation
Conditions for the allocation of Credit Points	Satisfactory exam results Regular and active participation; compulsory attendance
Media:	PowerPoint presentations, blackboard
Literature:	Meiningers Wine business International

Module name:	Marketing Project: Italy, Switzerland, Austria
Lectures:	Marketing Project Italy, Switzerland, Austria
Study semester:	5 th semester
Module coordinator:	Prof. Dr. Corsinovi
Lecturer:	Prof. Dr. Corsinovi, Dr. Pilz
Language:	English
Classification by Curriculum	Semi-compulsory module in study program International Wine Business
Form of teaching/ semester hours per week:	Marketing Project Italy, Switzerland, Austria: Seminar lessons:4 Semester-week hours Class size 35
Amount of work:	Hours of course attendance 60 hours Private studies: 120 hours
Credit points:	6
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Marketing Basics, World Wine Markets
Module aims/ expected learning results	Students - know the country-specific connections between society, history, the legal system (in particular wine law), production and sales structures, - can describe and evaluate wines of the different regions, - are familiar with the provisions of the wine laws and their
Content:	- Social and economic structures of Italy, Switzerland and Austria - Development and importance of the beverage industry and market in Italy, in Switzerland and Austria - Wine and Business Law, - the structure and development of the wine markets according to consumption, sales channels and foreign trade - -Promotional and Marketing strategies in the main Italian wine appellations: case studies -Advertising campaigns: small wineries as case studies - The respective wine-growing regions by producer structure, sales structure, special wine laws and product
Course assignment /Examination/ type of	Seminar/presentation and written exam
Conditions for the allocation of Credit Points	Satisfactory exam results Regular and active participation; compulsory attendance
Media:	PowerPoint presentations, blackboard
Literature:	Meiningers Wine business International, Additional slides

Module name:	Marketing Project: „New World“
Lectures:	Marketing Project "New World"
Study semester:	5 th semester
Module coordinator:	Prof. Dr. Hanf
Lecturer:	Prof. Dr. Hanf, Linda Bitsch M.Sc.
Language:	English
Classification by Curriculum	Semi-compulsory module in study program International Wine Business
Form of teaching/ semester hours per week:	Project New World, Seminar lessons, 4 Semester-week hours Class size: 35
Amount of work:	Hours of course attendance 60 hours Private studies: 120 hours
Credit points:	6
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Marketing Basics, Consumer Markets, Beverage Marketing, Corporate Management, Economics, World Wine Markets
Module aims/ expected learning results	Students - deepen and apply marketing concepts and tools, - know the country-specific connections between society, history, its legal system (in particular wine law), production and sales structures, - can describe and evaluate wines of the different regions, are
Content:	For the countries: Argentina, Australia, Chile, Canada, New Zealand, South Africa, USA (as well as other selected wine-growing countries of Central and South America): - Social and economic structures - Development and importance of the beverage industry and the beverage market - Country-specific wine and business law - Structure and development of the respective wine market according to consumption, sales channels and foreign trade - Production structure for wine, champagne, liqueurs and spirits - The respective wine regions by producer structure, - Structure of the vineyard, special wine law and product profiles - Institutions of the wine industry
Course assignment /Examination/ type of	Preparation and report / presentation, Seminar talk
Conditions for the allocation of Credit Points	Satisfactory exam results Regular and active participation; compulsory attendance
Media:	PowerPoint presentations, blackboard
Literature:	Meiningers Wine business International

Module name:	Project: Strategic Planning
Lectures:	Project Strategic planning
Study semester:	5 th semester
Module coordinator:	Dr. Ghvanidze
Lecturer:	Dr. Ghvanidze
Language:	English
Classification by Curriculum	Semi-compulsory module in study program International Wine Business
Form of teaching/ semester hours per week:	Seminar lessons, 4 Semester-week hours Class size 35
Amount of work:	Hours of course attendance 60 hours; Private studies: 120 hours (evaluation or report / presentation)
Credit points:	6
Prerequisites according to assessment regulations:	none
Recommended prerequisites:	Modules Business Management, Marketing Basics , Business Management
Module aims/ expected learning results	Students: - know the project structure within corporate development projects. - have an overview of the relationships between strategic planning tasks. - can identify strategic business concepts.
Content:	- Instruments of strategic enterprise planning - Strategy development in companies in the wine and beverage industry - Strategic planning processes - Management and communication of strategy development concepts
Course assignment /Examination/ type of	Preparation and Report / Presentation (RP) Presence requirement: 75%
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	PowerPoint presentations, blackboard, Hand-outs
Literature:	

Module name:	Business Simulation
Lectures:	Business Simulation
Study semester:	5 th semester
Module coordinator:	Prof. Dr. Kurth
Lecturer:	Prof. Dr. Kurth
Language:	English
Classification by Curriculum	Semi-compulsory module in study program International Wine
Form of teaching/ semester hours	Seminar lessons, 2 Semester-week hours Class size max. 15
Amount of work:	Hours of course attendance 30 hours Private studies: 60 hours (preparation and follow-up, preparation of a seminar)
Credit points:	3
Prerequisites according to assessment regulations:	none
Recommended prerequisites:	Business Management, Management Accounting, Marketing Basics
Module aims/ expected learning results	Students <ul style="list-style-type: none"> - have practical experience in the management and coordination of teams - know the practical use of the basic elements of corporate governance - know practical solutions of planning and control problems in the context of project management - are in a position to develop strategic instruments of corporate management and plan for concrete decision-making situations
Content:	<ul style="list-style-type: none"> - Principles of company management - Project design and presentation - Collection and processing of operational information - Goal formation and operationalization of goals in the team - Success and cost ratio analysis - Development and planning of company strategies and their evaluation - Independent enterprise analysis - Practical application of strategic business planning and cost accounting for a sample company from the wine sector
Course assignment /Examination/	Seminar paper Active participation; compulsory attendance
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	PowerPoint, Excel
Literature:	Jeff Madura: Introduction to Business, 5th ed.; Horngren, Sundem, Burgstahler, Schatzberg; Introduction to Management Accounting, 16th ed.; Brealey, Myers, Allen: Principles of Corporate Finance, 11th ed.

3rd Academic year

Optional modules

Module name:	Business Plan
Lectures:	Business Plan
Study semester:	6 th semester
Module coordinator:	Prof. Dr. Kurth
Lecturer:	Prof. Dr. Kurth, Manuela Ortner, MBA
Language:	English
Classification by Curriculum	Optional module course of studies International Wine Business
Form of teaching/ semester hours per week:	Business plan: Seminar lessons: 3 Semester-week hours, class size max. 20
Amount of work:	45-hours of course attendance; 60 private studies
Credit points:	3
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Business Management; Investment and Financing Planning
Module aims/ expected learning results	Students - deepen and apply the procedures for investment and financial planning - apply the principles of corporate taxation - develop a business plan for a case study
Content:	- Processing a Case Study - Determination of actual investment needs - Development and evaluation of financing models - Development and evaluation of the risk - Determination and analysis of the market environment - Total Business Planning
Course assignment /Examination/	Seminar paper or presentation Active participation; compulsory attendance
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	PowerPoint; excel
Literature:	Jeff Madura: Introduction to Business, 5th ed.; Horngren, Sundem, Burgstahler, Schatzberg; Introduction to Management Accounting, 16th ed.; Brealey, Myers, Allen: Principles of Corporate Finance, 11th

Module name:	Short Excursion
Lectures:	Excursion
Study semester:	5 th and 6 th semester
Module coordinator:	Dr. Ghvanidze
Lecturer:	Dr. Ghvanidze and Teaching Staff
Language:	English
Classification by Curriculum	Optional module in "International Wine Business"
Form of teaching/ semester hours per week:	Small excursion: Excursion, 3 Semester-week hours Class size 35
Amount of work:	
Credit points:	3
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	
Module aims/ expected learning results	Students - experience examples of successful companies in the production of wine as well as marketing, and sales - wine marketing in gastronomy as well as the supplier industry and related areas - Can use the knowledge gained in later professional life.
Content:	Field trip: Operational inspections, practical operations In-depth knowledge and insight into companies involved in the production of wine and sparkling wine as well as marketing, wine and beverage trade, wine marketing in the food trade as well as the supplier industry and related sectors
Course assignment /Examination/ type of	Successful participation and excursion report
Conditions for the allocation of Credit Points	Satisfactory exam results
Media:	Guided tours and presentations in companies, store checks
Literature:	

Module name:	Digitalisation in the Wine Industry
Lectures:	Digitisation in the Wine Industry
Study semester:	6 th Semester
Module coordinator:	Prof. Dr. Loose
Lecturer:	Prof. Dr. Loose
Language:	English
Classification by curriculum:	Elective module in "International Wine Business" Elective module in „Internationale Weinwirtschaft“
Form of teaching/semester hours per week:	Class type: Seminar, 3 SWS Maximum class size: 25
Amount of work:	Hours of course attendance: 45 Private studies 45 hours
ECTS credit points:	4
Prerequisites according to assessment regulations:	None
Recommended prerequisites:	Basic knowledge in viticulture and oenology, wine business operations and processes, supply chains in the wine industry, and wine marketing
Module aims/expected learning results:	<p>The students</p> <ul style="list-style-type: none"> - Gain a basic understanding of the different modes of digitization in viticulture, oenology, wine business operations, marketing and international trade - Have a basic understanding of the information flow along the supply chain from viticulture, to cellar operations, quality control, trade, to the final consumer - Understand the importance of information standards for efficient information flow along the supply chain and data quality - Understand strategies and operations in digital marketing - Have an overview over current business activities in social media in wine business - Understand cultural differences in the development and importance of social media for the wine business - Gain insights into current developments in e-commerce of wine - Know about cultural differences in e-commerce for wine - Understand the implications from the availability of big data from digitization for wine market research - Can critically assess the suitability of various digitization strategies for different wine business sizes <p>Understand the public policy effect of digitization on market structure of wine producers</p>
Content:	<ul style="list-style-type: none"> - Digitalisation in viticulture and wine production - Digitalisation of wine business operations and processes - Information standards and supply chains - Cost and benefit of digitalisation and impact of industry structure - E-Commerce - Social Media <p>Digital Marketing</p>
Course assignment /Examination/ type of	- Module Examination: Written examination
Conditions for the allocation of Credit Points:	Satisfactory exam results -
Media:	Seminar, Discussion, Excursion
Literatur:	- Szolnoki, G., Thach, L. and Kolb, D. (2016) Successful Social Media and Ecommerce Strategies in the Wine Industry, Springer

	<ul style="list-style-type: none"> - Matese, Alessandro, et al. "Intercomparison of UAV, aircraft and satellite remote sensing platforms for precision viticulture." <i>Remote Sensing</i> 7.3 (2015): 2971-2990. - Matese, Alessandro, and Salvatore Filippo Di Gennaro. "Technology in precision viticulture: A state of the art review." <i>Int. J. Wine Res</i> 7 (2015): 69-81. - Biswas, Kamanashis, Vallipuram Muthukkumarasamy, and Wee Lum Tan. "Blockchain based wine supply chain traceability system." <i>Future Technologies Conference</i>. 2017. - Fiore, Mariantonietta, et al. "Social media and societal marketing: a path for a better wine?." <i>Journal of Promotion Management</i> 22.2 (2016): 268-279. <p>Culley, Briannan, et al. "Digital Marketing Plan: Naked Wines Australia." <i>Newcastle Business School Student Journal</i> 1.1 (2017): 68-89.</p>
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