

International Wine Business (B.Sc.)

Examination Regulations 2023 (PO 2023)

Semester 1 & 2

updated: March 19, 2025



Index of module abbreviations:

CM = Compulsory module

SCM = Semi-compulsory module

OM = Optional module

Index of exam type abbreviations:

K = Klausur/examination

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M = mündliche Prüfung/oral exam

R/P = Referate/

Präsentationen/presentation

Index of course type abbreviations:

L = Lecture/Vorlesung

PE = practical exercises/

PT = Praktische Tätigkeiten

SU = Seminar

/seminaristischer Unterricht

S = Seminar

Index of examination abbreviations:

E = examination / PL = Prüfungsleistung

CA = Course assignment / SL = Studienleistung

CWA = Course work assignment during the semester / semesterbegleitende PL

Index of accumulation of CA/SL:

ME = successfully completed /mit Erfolg teilgenommen

resp. up to a max. of 50% of the module-grade

Modules			Module name Course no.	Module- no.	Courses	Coordination	Course type	Exam type	Sem. hours per week	Credits	Semester hours per week									
CM	SCM	OM									1.	2.	3.	4.	5.	6.				
x			Business Operations	12200		Kurth			4	4										
				12201	Business Operations	Kurth	L	E	4											
x			Business Management	12210		Hanf			4	4										
				12211	Business Management Personnel Management	Hanf Ortner	L L	E	2 2											
x			Chemistry and Wine Chemistry	12220		Tarasov			5	5										
				12221	Chemistry and Wine Chemistry	Tarasov	L	E	5											
x			Economics	12230		Bennett			4	4										
				12231	Economics	Bennett	L	E	4											
x			Food and Wine Law	12240		Diemer-De Schepper			4	4										
				12241	Food Law Wine Law	Diemer-De Schepper Diemer-De Schepper	L L	E	2 2											
x			Introduction to Viticulture and Enology	12250		Scheidweiler			3	3										
				12251	Introduction to Viticulture and Enology	Scheidweiler et al.	L	E	2											
				12252	Introduction to Viticulture and Enology Seminar	Scheidweiler et al.	S	CA	1		1									
x			Management Accounting	12260		Kurth			4	4										
				12261	General and Special Management Accounting General and Special Management Accounting Seminar	Kurth Kurth	L PE	E	3 1											
x			Marketing Basics	12270		Ghvanidze			4	4										
				12271	Marketing Basics	Ghvanidze / Kottmann	L	E	4											
x			Mathematics and Statistics	12280		Kahlen			6	6										
				12281	Mathematics Statistics	Kahlen Kahlen	L L	E	3 3											
x			Principles of Law and Business Law	12290		Diemer-De Schepper			4	4										
				12291	Principles of Law Business Law	Diemer-De Schepper Diemer-De Schepper	L L	E	2 2											

4						

PL: K WiSe

	2					
	2					

PL: K SoSe

	5					

PL: K SoSe

4						

PL: K WiSe

	2					
	2					

PL: K SoSe

1	1					
0,5	0,5					

PL: K SoSe

	3					
	1					

PL: K SoSe

4						

PL: K WiSe

3						
3						

PL: K WiSe

2						
2						

PL: K WiSe

x			Sensory Evaluation	12300	Jung				3	3
				12301	Sensory Evaluation	Jung / Schüssler	L	E	1	1
				12302	Sensory Evaluation Practical Ecercises	Jung / Schüssler	S	E/CA	2	2
x			World Wine Markets	12310	Bennett				4	4
				12311	World Wine Markets	Bennett	L	E	4	4
	x		Addiction Prevention	12430	Strobl				2	2
				12341	Addiction Prevention	Strobl	L		2	2
	x		English Business Communication	12440	Gledhill-Schmitt				4	4
			assessed during the semester	12441	Business English	Lückoff	PE	CWA/PL	2	2
			assessed during the semester	12442	English Communication	Lückoff	S	CWA/SL	2	2
	x		German Language Course I	12450	Betker-Zawisko				6	6
			(German as a Foreign Language)	12451	German Language Course I	Betker-Zawisko et alt.	PE	CA / E	6	6
	x		German Language Course II	12460	Betker-Zawisko				6	6
			(German as a Foreign Language)	12461	German Language Course II	Betker-Zawisko et alt.	PE	CA / E	6	6
	x		International Wine Profiles	12470	Szolnoki				4	6
				12471	International Wine Profiles	Szolnoki	L	E	2	3
				12472	International Wine Profiles Seminar	Szolnoki	S	CA	2	3
	x		Introduction to Sustainability	12480	Wagner				3	3
				12481	Introduction to Sustainability	Wagner	V	E	2	2
					Introduction to Sustainability Seminar	Maier	S		1	1
	x		Project New Media	12490	Lönarz				2	3
			assessed during the semester	12491	Project New Media	Lönarz / N.N.	S	CWA	2	3
		x	Economic, Agricultural and Consumer Politics	11410	Schweickert				4	4
				11411	Economic, Agricultural and Consumer Politics	Schweickert	L	E	4	4
		x	Internship	12500	Kottmann				4	4
				12501	Internship	Kottmann	I	E (ME)	4	4

0,5	0,5									
1	1									
PL: K SoSe										
	4									
PL: K SoSe										
	1									
PL: K + o. A + o. R/P SoSe										
	2									
PL: PT+ R/P: SoSe										
6										
PL: K + PT: WiSe										
	6									
PL: K + PT: SoSe										
	2									
	2									
PL: K SoSe										
2										
1										
PL: K WiSe										
2										
PL: R/P: WiSe										
	4									
PL: K: SoSe										
	4x	x								

International Wine Business (B.Sc.)

Examination Regulations 2023 (PO 2023)

Semester 3 & 4

updated: March 19, 2025



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CM	SCM	OM									1.	2.	3.	4.	5.	6.			
x			Digital Business Solutions	12320		Kramer			4	4									
				12321	Information Technology and Platforms E-Business, B2B, B2C, Future Trends	Kramer Kramer	L L		2 2	2									
x			Enology Basics	12330		Christmann			3	3									
				12331	Wine Production Technology Basics Technology of Sparkling Wine	Christmann Schmitt	L L		2 1					2					
x			Evaluation of Wine	12340		Jung			3	4									
				12341	Wine Evaluation	Jung / Schüssler	SU	E/CWA	2	2			1	1					
				12342	Wine Evaluation Practical Exercises	Jung / Schüssler	SU	CWA	1	2			0,5	0,5					
x			Investment, Financing and Taxation	12350		Kurth			4	4									
				12351	Investment, Financing and Taxation	Kurth	L		4				4						
x			Marketing Project France	12360		Kottmann			4	6									
				12361	Marketing Project France	Kottmann	L	E	2	4			2						
				12362	Marketing Project France Seminar	Kottmann	S	CA	2	2			2						
x			Marketing Project Consumer Markets in Western and Northern Europe (assessed during the semester)	12370		Hanf			4	6									
				12371	MP Consumer Markets in Western and Northern Europe	Hanf	L	E	2	4			2						
				12372	MP Consumer Markets in Western and Northern Europe Semin	Hanf	S	CWA	2	2			2						
x			Introduction to Microbiology	12380		Wendland			4	4									
				12381	General and Applied Microbiology	Wendland	L	E	4				4						
x			Scientific Work and Key Qualifications	12390		Ghvanidze			4	4									
				12391	Scientific Work	Ghvanidze	S	E	1,5	1,5			1,5						
				12392	IT Workspace und Office Applications	Ghvanidze	PE	CWA	1,5	1,5			1,5						
				12393	Key Qualifications	Ortner	S	CWA	1	1			1						
x			Viticulture	12400		Stoll			6	6									
				12401	General Viticulture Organic Viticulture	Stoll Döring	L L		4,5 1,5				4,5						
x			Wine and Beverage Marketing	12410		Ortner			4	4									
				12411	Wine and Beverage Marketing Retail Marketing	Ortner Ortner	L L		2 2				2						

PL: K SoSe

PL: K SoSe

PL: M o. K SoSe

PL: K WiSe

PL: K WiSe

PL: A SoSe

PL: K SoSe

PL: K + M o. A SoSe

PL: K WiSe

	x	
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	x	
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	x	
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	x	
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	x	
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	x	
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	x	
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	x	
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		x
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		x
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Advanced (C1) Professional English	12510		Gledhill-Schmitt		4	6
	12511	Advanced Professional English	Lückoff	S E/CA	2	3
	12512	Advanced Professional English Communication	Lückoff	PE CWA	2	3
German: Professional & Technical Communication (B1/B2)	12520		Betker-Zawisko		6	6
	12521	Professional and Technical German	Betker-Zawisko	S E/CA	3	3
	12522	German Communication	Betker-Zawisko	PE CWA?	3	3
French: Professional & Technical Communication	12530		Gledhill-Schmitt		6	6
	12531	Professional and Technical French	Aboub	S E/CA	3	3
	12532	French Communication	Aboub	PE CWA?	3	3
Italian: Professional & Technical Communication	12540		Gledhill-Schmitt		6	6
	12541	Professional and Technical Italian	Ceroni	S E/CA	3	3
	12542	Italian Communication	Ceroni	PE CWA?	3	3
Spanish: Professional & Technical Communication	12550		Gledhill-Schmitt		6	6
	12551	Professional and Technical Spanish	Soto de Kamann	S E/CA	3	3
	12552	Spanish Communication	Soto de Kamann	PE CWA?	3	3
Marketing Project Southern Europe	12560		Ortner		4	6
	12561	Marketing Project Southern Europe	Ortner	L E	2	4
	12562	Marketing Project Southern Europe Seminar	Ortner	S CA	2	2
Consumer and Market Research	12570		Ghvanidze		4,5	6
	12571	Basics of the research methods	Ghvanidze	L E	2	4
	12572	Project Market Research	Ghvanidze	S CWA	2,5	2
Sustainability II	12580		Wagner		3	4
	12581	Sustainability II	Wagner	L E	2	2
	12582	Sustainability II Seminar	Maier	S CA	1	2
Electronic Commerce	12590		Kramer		2	2
	12591	Electronic Commerce	Kramer	L E	2	2
Educational Excursion	12600		Ghvanidze		2	2
	12601	Educational Excursion	Ghvanidze	S CA	2	2

PL: K WiSe

			2		
		2			

PL: K + A

		3			
			3		

PL: A + R/P

		3			
			3		

PL: A + R/P

		3			
			3		

PL: A + R/P

		3			
			3		

PL: A + R/P

			2		
			2		

PL: K SoSe

		2			
		3			

PL: K WiSe

		2			
			1		

PL: K WiSe

		2			

PL: A o. K WiSe

			2		

PL: A SoSe

	x	
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Business Planning and Simulation	12670	Kurth						4	6
	12671	Business Planning and Simulation	Kurth			S	E / CWA	4	

								4	

PL A + R/P WiSe

	x	
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Project Sparkling Wine Production	12680	Schmitt						4	4
	12681	Special Technology of Sparkling Wine	Schmitt / Ghvanidze			L	E	2	2
	12682	Practical Strategies for Sparkling Wine Prod.	Schmitt			S	CA	2	2

								1	1
									2

PL: M SoSe

		x
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Entrepreneurship (English)	12690	Kurth						2	2
	12691	Entrepreneurship (English)	N.N.			S	E / CWA	2	

								2	

PL R/P WiSe

		x
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Marketing Project D-A-CH	12700	Kottmann						4	4
	12701	Marketing Project: D-A-CH	Kottmann			L	CWA	2	2
	12702	Marketing Project: D-A-CH Seminar	Kottmann			S	CWA	2	2

									2
									2

PL: A SoSe

		x
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Short Excursions	12710	Ghvanidze						3	3
	12711	Short Excursions	Ghvanidze			S	E / CWA	3	

								1	2

PL: A SoSe

		x
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Wine Tourism Project	13850	Kottmann						4	6
	13851	Wine Tourism Project (compulsory attendance: 80%)	Kottmann			L	CWA (67%)	2	4
	13852	Wine Tourism Project: Seminar	Kottmann			S	CWA (33%)	2	2

									2
									2

PL: A SoSe