

Overview ECTS PO 2023

International Wine Business B.Sc. (exam. regulations 2023)

Compulsory modules (CM) 1st academic year		
Business Operations	4 ECTS	
Economics	4 ECTS	
Marketing Basics	4 ECTS	
Mathematics and Statistics	6 ECTS	
Principles of Law and Business Law	4 ECTS	
Business Management	4 ECTS	
Chemistry and Wine Chemistry	5 ECTS	
Food and Wine Law	4 ECTS	
Management Accounting	4 ECTS	
Sensory Evaluation	3 ECTS	
Introduction to Viticulture and Enology	3 ECTS	
World Wine Markets	4 ECTS	
		1st academic year
		= 49 ECTS
Compulsory modules (CM) 2nd academic year		
Digital Business Solutions	4 ECTS	
Marketing Project France	6 ECTS	
Wine and Beverage Marketing	4 ECTS	
Enology Basics	3 ECTS	
Evaluation of Wine	4 ECTS	
Investment, Financing and Taxation	4 ECTS	
Marketing Project Consumer Markets in Western and Northern Europe	6 ECTS	
Introduction to Microbiology	4 ECTS	
Scientific Work and Key Qualifications	4 ECTS	
Viticulture	6 ECTS	
		2nd academic year
		= 45 ECTS
Compulsory modules (CM) 3rd academic year		
3111 – Work Placement	12 ECTS	
3130 – Colloquium Bachelor Thesis	3 ECTS	
9050 – Bachelor Thesis	12 ECTS	
		3rd academic year
		= 27 ECTS
	Number of credits of compulsory modules: 121 ECTS Number of credits of electives modules: <u>59 ECTS</u> = 180 ECTS	

The minimum number of **elective module** credits **59 ECTS**
A maximum of **18** credits can be selected from **optional** modules

Semi-Compulsory modules (SCM)	ECTS	Optional modules (OM)	ECTS
1st academic year		1st academic year	
Addiction Prevention	2	Economic Agricultural and Consumer Politics	4
English Business Communications	4	Internship	4
German Language Course I	6		
German Language Course II	6		
International Wine Profiles	6		
Introduction to Sustainability	3		
Project New Media (Wi)	3		
2nd academic year		2nd academic year	
Advanced (C1) Professional English	6	Electronic Commerce	2
German: Professional & Technical Communication (B1/B2)	6	Educational Excursion	2
French: Professional & Technical Communication	6		
Italian: Professional & Technical Communication	6		
Spanish: Professional & Technical Communication	6		
Marketing Project Southern Europe	6		
Consumer and Market Research	6		
Sustainability II	4		
Semi-Compulsory modules (SCM)	ECTS	Optional modules (OM)	ECTS
3rd academic year		3rd academic year	
Digitalisation in the Wine Industry	4	Entrepreneurship	2
Marketing Project Asia	6	Marketing Project D-A-C-H	4
Marketing Project Central and Eastern Europe	6	Short Excursions	3
Marketing Project Italy	6		
Marketing Project New World	6		
Project Strategic Planning	6		
Business Planning and Simulation	6		
Project Sparkling Wine Production	6		