

Overview ECTS

International Wine Business B.Sc. (exam. regulations 2013)

Compulsory modules (CM) 1st academic year		
1110 – Information Technology	6 ETCS	
1120 – Mathematics and Statistics	6 ETCS	
1130 – Business Operations	4 ETCS	
1140 – Economics	4 ETCS	
1150 – Marketing Basics	4 ETCS	
1160 – Sensory Evaluation	4 ETCS	
1170 – World Wine Markets	4 ETCS	
1210 – Food and Wine Law	4 ETCS	
1220 – Law	6 ETCS	
1620 – Chemistry and Wine Chemistry	6 ETCS	1st academic year
		= 48 ECTS
Compulsory modules (CM) 2nd academic year		
2130 – Microbiology	4 ETCS	
2160 – Oenology	6 ETCS	
2170 – Evaluation of Wine	4 ETCS	
2210 – Management Accounting	5 ETCS	
2220 – Marketing project: France	6 ETCS	
2230 – Marketing project: Consumer Markets in Western and Northern Europe	6 ETCS	
2240 – Wine and Beverage Marketing	6 ETCS	
2250 – Business Management	4 ETCS	
2450 – Viticulture	6 ETCS	2nd academic year
		= 47 ECTS
Compulsory modules (CM) 3rd academic year		
3111 – Work Placement (Germany and abroad)	12 ETCS	
3130 – Academic research and Presentation	6 ETCS	
9050 – Bachelor Thesis	12 ETCS	3rd academic year
		= 30 ECTS
	Number of credits of compulsory modules: 125 ECTS Number of credits of elective modules: <u>55 ECTS</u> = 180 ECTS	

The minimum number of **elective module** credits = **55 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	
1240 – English Presentations and Writing	6	1660 – Addiction Prevention	2
1650 – International Wine Profiles	6	1670 – Economic, Agricultural and Consumer politics	4
1680 – Introduction to Viticulture and Oenology	2		
2nd academic year		2nd academic year	
1250 – German Language Course (advanced level)	6	2670 – E-Commerce	2
2060 – Advanced Business English	6	2820 – Extended Excursion	2
2640 – Business and Technical French	6	2870 – Project Market Research	4
2030 – Business and Technical Italian	6		
2040 – Business and Technical Spanish	6		
2650 – Investment and Financing Planning	6		
2680 – Marketing Project: Southern Europe	6		
3rd academic year		3rd academic year	
2050 – Business and Technical German (B1/B2)	6	3150 – Business Plan	3
3640 – Marketing Project: Central and Eastern Europe	6	3160 – Short Excursions	3
3650 – Marketing Project: Asia	6		
3620 – Marketing Project: Italy, Switzerland, Austria	6		
3630 – Project: "New World Marketing"	6		
3670 – Project: Strategic Planning	6		
3680 – Business Simulation	3		