

winter semester 2026/27

International Wine Business, B.Sc., PO 2023

course assignments and modules assessed during the semester

Compulsory Modules	Course Assignments
Semi-compulsory module	Optional Modules

Modules International Wine Business, B. Sc., PO 2023

Module No	Module Title	Lecture-/Examination Title	Exam-No	Coordinator/Exam iner	Semester	Registration Period
12250	Introduction to Viticulture and Enology	Introduction to Viticulture and Enology Seminar	12252	Scheidweiler et al.	1 + 2	01.10.-31.03.
12300	Sensory Evaluation	Sensory Evaluation Practical Exercises	12302	Jung/Schüssler	1 + 2	01.10.-31.03.
12340	Evaluation of Wine	Wine Evaluation Practical Exercises	12342	Jung/Schüssler	3 + 4	01.10.-31.03.
12360	Marketing Project France	Marketing Project France Seminar	12362	Kottmann	3	01.10.-31.03.
12440	English Business Communication	English Communication	12442	Lückoff	1	01.10.-31.03.
12490	Project New Media	Project New Media	12491	Lönarz/Frank Schulz	1	01.11.-30.11.
12510	Advanced (C1) Professional English	Advanced Professional English Communication	12512	Lückoff	3	01.10.-31.03.
12520	German: Professional & Technical Communication (B1/B2)	Professional and Technical German	12521	Betker-Zawisko	3	01.11.-30.11.

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12530	French: Professional and Technical Communication	Professional and Technical French	12531	Aboub	3	01.11.-30.11.
12540	Italian: Professional and Technical Communication	Professional and Technical Italian	12541	Ceroni	3	01.11.-30.11.
12550	Spanish: Professional and Technical Communication	Professional and Technical Spanish	12551	Marin	3	01.11.-30.11.
12570	Consumer and Market Research	Project Market Research	12572	Ghvanidze	3	01.10.-31.03.
12580	Sustainability II	Sustainability II Seminar	12582	Wagner	3	01.10.-31.03.
12620	Marketing Project Asia	Marketing Project Asia Seminar	12622	Hanf/Mybes	5	01.10.-31.03.
12650	Marketing Project "New World"	Marketing Project "New World" Seminar	12652	Kottmann	5	01.10.-31.03.
12660	Project Strategic Planning	Project Strategic Planning	12661	Ghvanidze	5	01.11.-30.11.
12660	Project Strategic Planning	Project Strategic Planning Seminar	12662	Ghvanidze	5	01.10.-31.03.

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12670	Business Planning and Simulation	Business Planning and Simulation	12671	Kurth	5	01.11.-30.11.
12680	Project Sparkling Wine Production	Special Technology of Sparkling Wine	12681	Schmitt/Ghvanidze	5 + 6	01.11.-30.11.
12690	Entrepreneurship (English)	Entrepreneurship (English)	12691	Kurth/Lindfeld	5	01.11.-30.11.