



International Wine Business (B.Sc.)

Modul Manual

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Overview Module Manual

International Wine Business (B.Sc.) (= IWBB)

1. Academic year

Compulsory modules	semester hours per week	ECTS Credits	page
Business Operations	4	4	6
Business Management	4	4	8
Chemistry and Wine Chemistry	5	5	10
Economics	4	4	12
Food and Wine Law	4	4	13
Introduction to Viticulture and Enology	3	3	14
Management Accounting	4	4	16
Marketing Basics	4	4	18
Mathematics and Statistics	6	6	20
Principles of Law and Business Law	4	4	22
Sensory Evaluation	3	3	23
World Wine Markets	4	4	25

Semi-compulsory modules	semester hours per week	ECTS Credits	page
Addiction Prevention	2	2	28
English Business Communication	4	4	30
German Language Course I	6	6	32
German Language Course II	6	6	33
International Wine Profiles	4	6	34
Introduction to Sustainability	3	3	36
Project New Media	2	3	38

Optional modules	semester hours per week	ECTS Credits	page
Economic, Agricultural and Consumer Politics	4	4	40
Internship		4	42

2. Academic year

Compulsory modules	se- mes- ter hours per week	ECTS Credits	page
Digital Business Solutions	4	4	45
Enology Basics	3	3	47
Evaluation of Wine	3	4	48
Investment, Financing and Taxation	4	4	50
Marketing Project France	4	6	52
Marketing Project Consumer Markets in Western and Northern Europe	4	6	54
Introduction to Microbiology	4	4	56
Scientific Work and Key Qualifications	4	4	58
Viticulture	6	6	60
Wine and Beverage Marketing	4	4	62

Semi-compulsory modules	semester hours per week	ECTS Cre- dits	page
Advanced (C1) Professional English	4	6	65
German: Professional & Technical Communication (B1/B2)	6	6	67
French: Professional & Technical Communication	6	6	68
Italian: Professional & Technical Communication	6	6	69
Spanish: Professional & Technical Communication	6	6	70
Marketing Project Southern Europe	4	6	72
Consumer and Market Research	4.5	6	74
Sustainability II	3	4	76

Optional modules	semester hours per week	ECTS Cre- dits	page
Electronic Commerce	2	2	79
Educational Excursion	2	2	81

3. Academic year

Compulsory modules	semester hours per week	ECTS Cre- dits	page
Bachelor Thesis		12	83
Colloquium Bachelor Thesis		3	84

Work Placement		12	85
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Semi-compulsory modules	semester hours per week	ECTS Credits	page
Digitalisation in the Wine Industry	3	4	88
Marketing Project Asia	4	6	90
Marketing Project Central and Eastern Europe	4	6	92
Marketing Project Italy	4	6	94
Marketing Project "New World"	4	6	96
Project Strategic Planning	4	6	98
Business Planning and Simulation	4	6	99
Project Sparkling Wine Production	4	4	101

Optional modules	semester hours per week	ECTS Credits	page
Entrepreneurship	2	2	104
Marketing Project D-A-CH	4	4	105
Short Excursions	3	3	107
Wine Tourism Basics	4	6	108

Module Description

1. Academic Year

Compusory modules

Module name	Business Operations
Lectures	Business Operations
Study semesters	1 st semester
Module coordinator	Prof. Dr. Kurth
Lecturer	Prof. Dr. Kurth
Language	English
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business.
Form of teaching / semester hours per week	Lecture, 4 semester-hours per week
Student Workload	Total study hours: 120 Course attendance:60 hours; self-study:60 hours
ECTS Credits	4
Prerequisites according to assessment regulations	None
Recommended prerequisites	None
Module aims / expected learning results	Students: <ul style="list-style-type: none"> - know the goals and stakeholder in the wine business - learn the connections between business objectives and target systems - know the challenges in business ethics and social responsibilities - know how to assess global conditions, including foreign exchange management in the wine business - know the principles of financial accounting - are able to determine the impact of business transactions on the financial statements of a company - are able to organize and interpret business data from the wine sector - know and are able to explain the different sources of financing in the wine business - know the basic principles of business planning
Content	<ul style="list-style-type: none"> - Goals and stakeholder in the wine business - Business ethics and social responsibility - Assessing global conditions - Principals of financial accounting - interpreting financial statements - Sources of financing - Principles of business planning
Course assignment / Examination / type of Examination	Module Examination: Written examination
Conditions for the achievement of ECTS Credits	Satisfactory exam results
Calculation of the module grade	100% written examination The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Stud.IP, presentations, handouts, literature

Literature	General literature: Brealey, Richard A., Myers, Steward C. und Allen, Franklin (2020): Principles of Corporate Finance, 13. international edition, Mc Graw Hill. Horngren, Charles T. (2014), Introduction to Management Accounting, 16. global edition, Pearson Madura, Jeff (2010), Introduction to Business, 5 th edition, Pradigm
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Module name	Business Management
Lectures	Business Management Personnel Management
Study semesters	2 nd semester
Module coordinator	Prof. Dr. Hanf
Lecturer	Prof. Dr. Hanf, M.A. Ortner
Language	English
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree 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
Student Workload	Total study hours: 120 Course attendance:60 hours; self-study:60 hours
ECTS Credits	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 personnel management - Have knowledge of team development and team guidance
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 Examination	Module Examination: Written examination
Conditions for the achievement of ECTS Credits	Satisfactory exam results
Calculation of the module grade	100 % written examination The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	PowerPoint presentations, blackboard

Literature	Wheelen/Hunger/Hoffman/Bamford: Strategic Management and Business Policy – Globalization, Innovation, and Sustainability (14th Edition / Global Edition) Mullins: Management & Organizational Behaviour Dessler: Human Resource Management Torrington/Hall/ Taylor: Human Resource Management
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Module name	Chemistry and Wine Chemistry
Lectures	Chemistry and Wine Chemistry
Study semesters	2 nd semester
Module coordinator	PhD Tarasov
Lecturer	PhD Tarasov
Language	English
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Chemistry and Wine Chemistry: lecture, 5 semester-hours per week, class size not defined
Student Workload	Total study hours: 150 Course attendance:75 hours; self-study:75 hours
ECTS Credits	5
Prerequisites according to assessment regulations	None
Recommended prerequisites	Introduction module in 1 st Semester
Module aims / expected learning results	<p><u>Chemistry</u>: Students learn the fundamentals of general, inorganic and organic chemistry, as well as their application to fruit juice and wine composition.</p> <p><u>Wine Chemistry</u>: Students should have knowledge of chemical composition of fruit juice and wine in order to be able to assess their quality, to identify measures to achieve desired wine qualities, to make conclusions based on the stages of wine production (from growing grapes to harvesting, wine production and wine storage). Students should have knowledge in the chemistry of wine aromas and wine defects.</p>
Content	<p><u>General and inorganic chemistry</u>: Atomic structure. Isotopes. Periodic system. Chemical bond. Chemical formula. Molecular and molar masses, concept of mole. Solubility of chemical compounds, solutions, concentrations units. Reaction equations, types of reactions, redox reactions. Stoichiometric calculations. Classes of inorganic compounds: oxides, acids, bases, salts. Chemical equilibrium, principle of mass conservation. pH values, strong and weak electrolytes. Indicators. Buffer systems. Hydrolysis. Chemistry of carbon, hydrogen, oxygen, sulfur, nitrogen, phosphorus, silicon and halogens. Coordination chemistry.</p> <p><u>Organic Chemistry</u>: Hydrocarbons (alkanes, alkenes, alkynes, aromatic compounds): nomenclature, physical and chemical properties. Isomerism. Terpenes, heterocyclic aromatic compounds. Alcohols, phenols, aldehydes, ketones, ethers, carboxylic acids, esters. Lipids. Amines, amino acids. Proteins. Carbohydrates. Nucleic acids, DNA, RNA.</p> <p><u>Wine chemistry</u>: Chemical composition and physicochemical properties of grapes and wines. Organic acids, alcohols, carbohydrates, phenolic compounds. Primary, secondary and tertiary aroma compounds. Wine faults. Nitrogen containing compounds, amino acids, biogenic amines. Minerals in wine. Wine adulteration.</p>
Course assignment / Examination / type of Examination	Module Examination : Written examination

Conditions for the achievement of ECTS Credits	Successful exam scores
Calculation of the module grade	100% written examination The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Presentation software, blackboard, molecular model sets, chemistry software
Literature	Books, scientific articles

Module name	Economics
Lectures	Economics
Study semesters	1 st semester
Module coordinator	Prof. Dr. Hanf
Lecturer	Prof. Dr. Hanf
Language	English
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Economics: lecture, 4 semester week hours, undefined class size
Student Workload	Total study hours: 120 Course attendance:60 hours; self-study: 60 hours
ECTS Credits	4
Prerequisites according to assessment regulations	None
Recommended prerequisites	None
Module aims / expected learning results	Students: <ul style="list-style-type: none"> - 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 enterprises.
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 / type of Examination	Module Examination: Written examination
Conditions for the achievement of ECTS Credits	Satisfactory exam results
Calculation of the module grade	100% written examination The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	PowerPoint presentations, blackboard
Literature	N. Gregory Mankiw; 2011, Principles of Economics, South-Western Thomsen Publisher

Module name	Food and Wine Law
Lectures	Food Law Wine Law
Study semesters	2 nd semester
Module coordinator	Diemer-De Schepper
Lecturer	Diemer-De Schepper
Language	English
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
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
Student Workload	Total study hours: 120 Course attendance:60 hours; self-study: 60 hours
ECTS Credits	4
Prerequisites according to assessment regulations	None
Recommended prerequisites	None
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	European and German wine law and food law, European wine market organization, organization of Viticulture areas, regulations
Course assignment / Examination / type of Examination	Module Examination: Written examination
Conditions for the achievement of ECTS Credits	PowerPoint presentations, blackboard, transparencies, legal texts
Calculation of the module grade	100% written examination The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	
Literature	Civil Code, legal texts applicable to food and wine

Module name	Introduction to Viticulture and Enology
Lectures	Introduction to Viticulture and Enology Introduction to Viticulture and Enology Seminar
Study semesters	1 st and 2 nd semester
Module coordinator	Dipl. Ing. Scheidweiler
Lecturer	Dipl. Ing. Scheidweiler, M.Sc. Pasch, Dr. Bou Nader
Language	English
Frequency	Start every winter semester
Duration	2 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business Wahlpflichtmodul Studiengang Internationale Weinwirtschaft
Form of teaching / semester hours per week	Viticulture: 1 hour lecture; undefined class size Enology: 1 hour lecture; undefined class size [1 hour lecture per semester blocked in 6 units] 0.5 hours Viticulture seminar/practical units per semester blocked in 3 units; Class size 18 0.5 hours Enology seminar/practical units per semester blocked in 3 units; Class size 18
Student Workload	Total study hours: 90 Course attendance:45 hours; self-study: 45 hours
ECTS Credits	3
Prerequisites according to assessment regulations	None
Recommended prerequisites	None
Module aims / expected learning results	<u>Viticulture:</u> Students will <ul style="list-style-type: none"> - learn the basics of grapevine physiology and biology - become familiar with the main vineyard tasks over the vegetation period - learn about grapevine pests and diseases and how to manage them - understand the main factors that influence berry quality <u>Enology:</u> Students will <ul style="list-style-type: none"> - learn the basic techniques of white, rosé and red wine making. - understand all the principal stabilization and filtration techniques. - learn about basic microbiological processes taking place during wine-making
Content	<u>Viticulture:</u> Pruning, shoot development, grapevine growth stages (phenology), canopy management, soil management, treatments against main pests and diseases <u>Enology:</u> Grape harvest, grape transportation and processing, must treatment, alcoholic fermentation, malolactic fermentation, wine aging, stabilization, filtration and fining treatments

Course assignment / Examination / type of Examination	Module Examination: Written Exam (E) Course assignment: practical exercises; Active participation; compulsory attendance
Conditions for the achievement of ECTS Credits	Successful completion of the exam
Calculation of the module grade	Exam is 100% of the module grade. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Attendance lecture, Practical demonstration, Live online lecture via BBB, E-learning via ILIAS,
Literature	Reynolds, A.C. Managing wine quality, Elsevier Morata, A. White wine technology, Elsevier Ribéreau-Gayon, P. et al. Handbook of Enology Vol. 1+2, John Wiley & Sons, Ltd.

Module name	Management Accounting
Lectures	General and Special Management Accounting General and Special Management Accounting Seminar
Study semesters	2 nd semester
Module coordinator	Prof. Dr. Kurth
Lecturer	Prof. Dr. Kurth
Language	English
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business.
Form of teaching / semester hours per week	General and Special Management Accounting: lecture, 3 semester-hours per week General and Special Management Accounting Seminar: practical exercises, 1 semester hours per week
Student Workload	Total study hours: 120 Course attendance: 60 hours; self-study: 60 hours
ECTS Credits	4
Prerequisites according to assessment regulations	None
Recommended prerequisites	Business Operations
Module aims / expected learning results	Students: <ul style="list-style-type: none"> - know the different classifications of costs - can determine break even points and analyse cost-volume-profit relationships - know and are able to explain the most common cost management systems - understand the need of management accounting for pricing decisions and operational decisions - are able to make pricing decisions and operational decisions for case studies in the wine business - are able to explain the basic principle of the budgeting process - are able to conduct a variance analysis for case studies in the wine business - understand the basic principle and the challenges of cost allocation in the wine business - are able to assess the performance of wine estates
Content	General management accounting <ul style="list-style-type: none"> - Introduction to cost behaviour - Measurement of cost behaviour - Cost management systems - Pricing decisions - Operational decisions - Introduction to budgets and variance analysis - Cost allocation Special management accounting <ul style="list-style-type: none"> - Management accounting in wine estates - Performance measurement of wine estates - Costs and margins of wine estates

Course assignment / Examination / type of Examination	Module Examination: Written examination
Conditions for the achievement of ECTS Credits	Satisfactory exam results
Calculation of the module grade	100% written examination The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Stud.IP, presentations, handouts, literature
Literature	General literature: Horngren, Charles T. (2014), Introduction to Management Accounting, 16. global edition, Pearson

Module name	Marketing Basics
Lectures	Marketing Basics
Study semesters	1 st semester
Module coordinator	Dr. Ghvanidze
Lecturer	Dr. Ghvanidze, Dipl. Kff. Kottmann
Language	English
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Marketing Basics: lecture, 4 semester week hours, undefined class size
Student Workload	Total study hours:120 Course attendance: 60 hours; self-study: 60 hours
ECTS Credits	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 - understand the consumer behavior and the consumer choices in the purchasing process - 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 Examination	Module Examination: Written examination
Conditions for the achievement of ECTS Credits	Satisfactory exam results
Calculation of the module grade	Exam is 100% of the module grade. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	PowerPoint presentations, blackboard, videos.

Literature	Philip Kotler and Gary Armstrong; 2013, Principles of Marketing, Pearson Publisher. Philip Kotler, Kevin Lane Keller, Mairied Brady, Malcolm Goodman and Torben Hansen, 2012, Marketing Management, Pearson Publisher Meininger's Wine Business International
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Module name	Mathematics and Statistics
Lectures	Mathematics Statistics
Study semesters	1 st semester
Module coordinator	Prof. Dr. Kahlen
Lecturer	Prof. Dr. Kahlen
Language	English
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Lectures including numerous examples and exercise Mathematics: lecture, 3 semester hours per week Statistics: lecture, 3 semester hours per week
Student Workload	Total study hours: 180 Course attendance: 90 hours; self-study: 90 hours
ECTS Credits	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 <ul style="list-style-type: none"> - 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, and - be able to solve more demanding problems in these areas with suitable software
Content	<ul style="list-style-type: none"> - Basics from different areas of mathematics: equations; differential calculus for functions of one and several variables; integral calculation; vector calculation; linear optimization - 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 - Introduction to the statistics software "R"
Course assignment / Examination / type of Examination	Module Examination: Written examination
Conditions for the achievement of ECTS Credits	Satisfactory exam results
Calculation of the module grade	Exam is 100% of the module grade. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.

Media	PowerPoint, digital board, StudIP, BBB
Literature	<p>Knut Snydæter: „Peter Hammond, Arne Strøm, Andrés Carvajal: „Essential Mathematics for Economic Analysis“, Pearson (5th Edition)</p> <p>Ian Jaques: „Mathematics for Economics and Business“ Pearson (9th Edition)</p> <p>Kai Velten: „Mathematical Modeling and Simulation“ Wiley-VCH</p>

Module name	Principles of Law and Business Law
Lectures	Principles of Law Business Law
Study semesters	1 st semester
Module coordinator	Diemer-De Schepper
Lecturer	Diemer-De Schepper
Language	English
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Principles of Law: lecture, 2 semester week hours, undefined class size Business Law: lecture, 2 semester week hours, undefined class size
Student Workload	Total study hours: 120 Course attendance: 60 hours; self-study: 60 hours
ECTS Credits	4
Prerequisites according to assessment regulations	None
Recommended prerequisites	None
Module aims / expected learning results	<u>Basics of law:</u> Students should know different Legal Systems and 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 European Law, German tax system and achieve an overview about basic tax conditions in the EU and the USA; 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 European legal system, Private international Law, legal bases and their areas of application, basic principles of economic law and tax law <u>Corporate law:</u> Principles of business Law, Law in the international trade of goods, Incoterms, terms, Principles of economic law; intellectual property; International trade law; Competition and antitrust law; Contract law and contract design; Labor law and employment contract law
Course assignment / Examination / type of Examination	Module Examination: Written examination
Conditions for the achievement of ECTS Credits	Satisfactory exam results
Calculation of the module grade	Exam is 100% of the module grade. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Presentation software, blackboard
Literature	

Module name	Sensory Evaluation
Lectures	Sensory Evaluation Sensory Evaluation Practical Exercises
Study semesters	1 st and 2 nd semester
Module coordinator	Prof. Dr. Jung
Lecturer	Prof. Dr. Jung et al.
Language	English
Frequency	Start each winter semester
Duration	2 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Sensory Evaluation: lecture; 1 semester hour per week Sensory Evaluation Practical Exercises: 2 semester hours per week (1st and 2nd semester); group size: max. 30 students
Student Workload	Total study hours: 90 Course attendance: 45 hours; self-study: 45 hours
ECTS Credits	3 Advanced (C1) Professional English
Prerequisites according to assessment regulations	None
Recommended prerequisites	Basic Knowledge Statistics
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 beverages
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 a „Bundesweinprämierung“ (2011), international schemes
Course assignment / Examination/ type of Examination	Module Examination: Written Examination (E) Course assignment: Compulsory attendance in lectures with practical exercises (PE)
Conditions for the achievement of ECTS Credits	Successful conclusion of the module examination and course requirements (min. 75% Attendance)

Calculation of the module grade	Exam is 100% of the module grade. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	PowerPoint, practical exercises (sensory tasting), blackboard, FIZZ- Sensory -Evaluation-Software, netbooks
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, Academic Press

Module name	World Wine Markets
Lectures	World Wine Markets
Study semesters	2 nd semester
Module coordinator	Dr. Ghvanidze
Lecturer	Dr. Ghvanidze, Prof. Dr. Hanf
Language	English
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	World Wine Markets: lecture, 4 semester week hours, undefined class size
Student Workload	Total study hours: 120 Course attendance: 60 hours; self-study: 60 hours
ECTS Credits	4
Prerequisites according to assessment regulations	None
Recommended prerequisites	Economics, Marketing Basics
Module aims / expected learning results	Students: <ul style="list-style-type: none"> - deepen knowledge in commercial theories - understand wine markets - analyse the most important trends of the wine market in the main EU & rest of the world countries. - 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 - can explain the expectations on shifts in the supply and demand curves of the world wine countries
Content	Commercial theories <ul style="list-style-type: none"> - Global wine trade flows - Analysis of specific countries' political, economic, cultural, religious and historical aspects - Analysis of specific countries' wine markets regarding supply of and demand for the wine - Analysis of specific countries' trade and market participants
Course assignment / Examination / type of Examination	Module Examination: Written examination
Conditions for the achievement of ECTS Credits	Satisfactory exam results
Calculation of the module grade	Exam is 100% of the module grade. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	PowerPoint presentations, blackboard

<p>Literature</p>	<p>N. Gregory Mankiw (2011). Principles of Economics (6th ed.). Cengage Learning. ISBN 978-0-538-45305-9.</p> <p>Meloni, G., Swinnen, J. (2021): Globalization and political economy of food policies: Insights from planting restrictions in colonial wine markets, in: Applied Economic Perspectives and Policy</p> <p>Anderson, K. (2020): The international economics of wine</p> <p>Alonso Ugaglia, A., Cardebat J. M., Corsi, A. (2019): The Palgrave Handbook of Wine Industry Economics</p> <p>Pinilla V., Anderson, K., Nelgen, S. (2017): Global wine markets, 1860 to 2016: a statistical compendium</p> <p>Meininger's Wine Business International</p>
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Module Description

1. Academic Year

Semi-compulsory modules

Module name	Addiction Prevention
Lectures	Addiction Prevention
Study semesters	2 nd semester
Module coordinator	Prof. Dr. Strobl
Lecturer	Prof. Dr. Strobl
Language	English
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	lectures, discussions, homework, studying literature, internet 3 hours seminar per week 10 units = 30 hours = 2 SWS
Student Workload	Total study hours: 60 Course attendance: 30 hours; self-study: 30 hours
ECTS Credits	2
Prerequisites according to assessment regulations	None
Recommended prerequisites	Interest in beverages, adverse effects, health, family health, children's risks, employees health, responsibility in alcohol trade
Module aims / expected learning results	Students are familiar with the problems of addiction <ul style="list-style-type: none"> - on their own health, on employees, colleagues, staff especially in alcohol producing industry - on family members - know the consequences in medical and social relations, know how to recognize addiction, know actual ways how to handle addiction problems with the aim to stop the dependence - know the possibility of relapses and how to prevent the, how to handle the addict, his/her family and colleague, about c-o addiction, how to start a Rehab, how Addiction is treated - what is to do as a parent, friend, colleague, boss, partner, person concerned - are introduced into campaigns like Wine in Moderation - understand drug politics and restrictions and how to behave legal and responsible in alcohol industry & trade
Content	<ul style="list-style-type: none"> - history of the drugs during civilization - modern addictions, to work, internet, media - development of an addiction in the brain - functions of drugs in the brain, limbic system - change in behavior, getting used to the drugs, medical, mental & emotional consequences - ways out of the addiction - prevention at home, at work, during everyday life laws & companies (don't drink & drive, wine in moderation)
Course assignment / Examination / type of Examination	Module Examination: Written paper and presentation single and/or group work or written exam
Conditions for the achievement of ECTS Credits	Group work on an addiction topic, written paper, & group presentation and / or 60 min written exam

Calculation of the module grade	Module examination is 100% of the module grade. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Lecture, seminar, discussion, films, power point presentation, scripts, books,
Literature	Informations of Governments, OECD, BZgA, Health Organizations, Internet: http://www.addictions.com/alcohol/ Dudley, Robert; The Drunken Monkey – Why we drink and abuse alcohol; University of California Press Berkley 2014 ISBN 978-0-520-27569-0

Module name	English Business Communication
Lectures	Business English English Communication
Study semesters	1 st and 2 nd semester
Module coordinator	Gledhill-Schmitt
Lecturer	Lückoff
Language	English
Frequency	Start every winter semester
Duration	2 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Business English: seminar lessons; 2 semester week hours English Communication: practical exercises; 2 semester week hours, synchronous + asynchronous teaching
Student Workload	Total study hours: 120 Course attendance: 60 hours; self-study: 60 hours
ECTS Credits	4 <i>(split 2+2 for exchange students only at HGU for 1 semester)</i>
Prerequisites according to assessment regulations	None
Recommended prerequisites	B2 English CEFR
Module aims / expected learning results	The focus will be on communication in wine industry business situations as well as expanding wine business vocabulary. Written fluency will also be practised and improved. The course will also prepare students for the 2nd-year English module which focuses on English for the business world.
Content	<ul style="list-style-type: none"> - Students will develop targeted language and communication skills via a range of speaking, listening, reading and writing tasks delivered via a blended learning approach (flipped classroom with a mix of asynchronous study tasks and synchronous group discussion sessions, presentations in class, and teacher-student tutorials) - Students will receive language 'input' in the form of authentic materials in written/audio or video format, or lecture materials, and will then be asked to demonstrate their understanding of the content through discussion activities and vocabulary building exercises - Students will be expected to demonstrate their ability to comment on materials or summarize concepts and ideas using subject-specific vocabulary and to carry out communication related tasks using examples given - Students may be required to work on tasks individually, in pairs and in small groups - Feedback on tasks will be offered in writing, orally or via tests
Course assignment / Examination / type of Examination	Examination: 4 coursework assignments (2 in winter semester and 2 in summer semester) from the following options: oral assignment (e.g. podcast/presentation/oral summary), written assignment (e.g. email/written summary/handout), reading or listening comprehension. Active participation and compulsory attendance Details of assignments and deadlines will be given at the beginning of the winter semester.

Conditions for the achievement of ECTS Credits	<p>Successful completion of assignments and examination.</p> <p>Active participation + compulsory attendance</p> <p>(exchange students need to complete the relevant assignments or examination depending on the semester)</p>
Calculation of the module grade	<p>4 exam assignments (80%) + course assignment (20%)</p> <p>Full attendance and active participation</p> <p>The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.</p>
Media	<p>Course organisation: Stud.IP</p> <p>Handouts; podcasts; videos; presentations</p>
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> <p>Sowton, C.: <i>50 steps to improving your academic writing</i> ISBN 9-781859-646557</p> <p>Presse: Business Spotlight; Decanter; Wine Spectator</p>

Module name	German Language Course I (German as a Foreign Language)
Lectures	German Language Course I
Study semesters	1 st semester
Module coordinator	Meisl-Faust
Lecturer	Meisl-Faust et al
Language	German
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Practical excercises: 6 SWS Synchronous & asynchronous teaching
Student Workload	Total study hours: 180 Course attendance: 90 hours; self-study: 90 hours
ECTS Credits	6
Prerequisites according to assessment regulations	None
Recommended prerequisites	Online placement test if prior knowledge of German
Module aims / expected learning results	Depending on entrance level, prior knowledge of German will be built upon and extended. If no prior knowledge, beginner-level German will be gradually extended.
Content	Depending on entrance level, relevant points of grammar and syntax will be covered and expanded. Everyday situations will be practiced, to enhance the experience of living in Germany.
Course assignment / Examination / type of Examination	Module Examination: examination and active participation
Conditions for the achievement of ECTS Credits	Successful completion of examinations and compulsory attendance and active participation in class Further details will be given at the beginning of the course
Calculation of the module grade	Examination and active participation: 100% The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Course organization in Stud.IP. Handouts, podcasts
Literature	Details will be given by teacher

Module name	German Language Course II (German as a Foreign Language)
Lectures	German Language Course II
Study semesters	2 nd semester
Module coordinator	Meisl-Faust
Lecturer	Meisl-Faust et al
Language	German
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Practical excercises: 6 SWS Synchronous & asynchronous teaching
Student Workload	Total study hours: 180 Course attendance: 90 hours; self-study: 90 hours
ECTS Credits	6
Prerequisites according to assessment regulations	None
Recommended prerequisites	German Language Course I
Module aims / expected learning results	Depending on entrance level, prior knowledge of German will be built upon and extended.
Content	Depending on entrance level, relevant points of grammar and syntax will be covered and expanded. Everyday situations will be practiced, to enhance the experience of living in Germany.
Course assignment / Examination / type of Examination	Module Examination: examination and active participation
Conditions for the achievement of ECTS Credits	Successful completion of examinations + compulsory attendance and active participation in class Further details will be given at the beginning of the course
Calculation of the module grade	Examination + active participation: 100% The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Course organization in Stud.IP. Handouts, podcasts
Literature	Details will be given by teacher

Module name	International Wine Profiles
Lectures	International Wine Profiles International Wine Profiles Seminar
Study semesters	2 nd semester
Module coordinator	Prof. Dr. Szolnoki
Lecturer	Prof. Dr. Szolnoki
Language	English
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	International Wine Profiles: lecture; 2 semester hours per week International Wine Profiles Seminar: seminar; 2 semester hours per week, group size: max. 35 students
Student Workload	Total study hours: 180 Course attendance: 60 hours; self-study: 120 hours
ECTS Credits	6
Prerequisites according to assessment regulations	None
Recommended prerequisites	Sensory Evaluation
Module aims / expected learning results	<p>Aim: To impart interdisciplinary knowledge about international grape varieties and markets with sensory and marketing-oriented basics, as well as training in soft skills. Students</p> <ul style="list-style-type: none"> - acquire interdisciplinary knowledge about the most important international grape varieties with significance on the German and international market; - master the analysis of the international wine supply as well as the collection of market data on the domestic market (store check); - are able to describe and evaluate wines with quantitative characteristics on the basis of marketing-oriented and sensory fundamentals with the help of a sensory evaluation system developed for this course; - practice soft skills in the form of teamwork in groups, presentation of selected product profiles/grape varieties; organization and moderation of the tasting; - can evaluate and interpret the wine descriptions of the seminar with statistical methods and present them in media (blog).
Content	<p>International comparison of:</p> <ul style="list-style-type: none"> - generic wine concepts; - the main white and red wine grape varieties with international importance; - different styles and quality levels; - origin concepts with interdisciplinary presentation and evaluation by sensory.
Course assignment / Examination / type of Examination	<p>Modul Examination: Exam (E) Course assignment: presentation Course type: Seminar with compulsory attendance</p>

Conditions for the achievement of ECTS Credits	Satisfactory exam results and presentation, regular and active participation, compulsory attendance (80% of the lectures)
Calculation of the module grade	50% course examination, 50% Course work assignment during semester The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Seminar talk, lecture, independent work, discussion, presentation, tastings, PowerPoint presentations, Excel, online Blog
Literature	Robinson, J., Hardings, J. and Vouillamoz, J. (2012), Wine Grapes. Harper-Collins 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 Sustainability
Lectures	Introduction to Sustainability Introduction to Sustainability Seminar
Study semesters	1 st semester
Module coordinator	Prof. Dr. Wagner
Lecturer	Prof. Dr. Wagner, Maier MBA
Language	English
Frequency	Every winter semester
Duration	1 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business Wahlpflichtmodul Studiengang Internationale Weinwirtschaft
Form of teaching / semester hours per week	Lecture: 2 semester week hours, undefined class size Seminar: 1 semester week hours, class size 30-35
Student Workload	Total study hours: 90 Course attendance: 45 hours; self-study: 45 hours
ECTS Credits	3
Prerequisites according to assessment regulations	None
Recommended prerequisites	None
Module aims / expected learning results	Students <ul style="list-style-type: none"> - develop an understanding of sustainability and know, evaluate and be able to classify criteria for sustainable developments - develop a deeper understanding of environmental sustainability - acquire an overview of methods for the evaluation of sustainability and know their application problems - obtain a basic understanding of planetary boundaries as a prerequisite and necessity for sustainable development - know the importance of selected actors for sustainable development - acquire an understanding of the basics and requirements of a practice-oriented application of sustainability in the wine sector
Content	<ul style="list-style-type: none"> - History of sustainability - Sustainability terms and understanding - Sustainability aspects, goals, and indicators (UN Sustainable Development Goals, German Sustainability Code) - Key sustainability challenges: Air pollution, climate change, demographic development, biodiversity, water pollution - Sustainability assessment approaches - Planetary boundaries as a framework condition for sustainable development - The importance of selected economic actors for sustainable development: large companies; start-ups, consumers; political regulation; non-governmental organizations; scientific actors - Transfer of the guiding principle/concept of sustainability to the wine sector - Overview of the importance of sustainability in the international wine world - Tasks, challenges and opportunities for wine producers and marketers in the context of sustainability

Course assignment / Examination / type of Examination	Module Examination: Written examination
Conditions for the achievement of ECTS Credits	Successful exam scores
Calculation of the module grade	Module examination is 100% of the module grade. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	PowerPoint presentations, blackboard
Literature	Elliott J.A. (2013) An Introduction to Sustainable Development (Freely available at: http://www.ru.ac.bd/wp-content/uploads/sites/25/2019/03/408_01_Jennifer-An-Introduction-to-Sustainable-Development-2012.pdf) https://sdgs.un.org/goals https://www.stockholmresilience.org/research/planetary-boundaries.html

Module name	Project New Media
Lectures	Project New Media
Study semesters	1 st semester
Module coordinator	Dipl. Ing. Lönarz
Lecturer	Dipl. Ing. Lönarz and adjunct lecturers
Language	English
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Project New Media: practical seminar; 2 semester-hours per week
Student Workload	Total study hours: 90 Course attendance: 30 hours; self-study: 60 hours
ECTS Credits	3
Prerequisites according to assessment regulations	None
Recommended prerequisites	None
Module aims / expected learning results	After participating in the module course, students will be able to create digital formats in the field of social media (content creation, story telling) in a team- and project-oriented manner.
Content	<ul style="list-style-type: none"> - Social Media and Webpublishing - Multi media formats (Text, Graphic, Film, Streaming) - databank-based Onlinesysteme e.g. wCMS - Project management with media planning - Storyboard-Basics - Interview-Basics
Course assignment / Examination / type of Examination	Module Examination: Written paper and presentation single and/or group work; assignments 80%
Conditions for the achievement of ECTS Credits	Successful conclusion of the module examination and compulsory attendance 80%
Calculation of the module grade	Final grade is the course examination. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Audio/Video/Streaming technique, etc
Literature	-

Module Description

1. Academic Year

Optional modules

Module name	Economic, Agricultural and Consumer Politics
Lectures	Economic, Agricultural and Consumer Politics
Study semesters	2 nd semester
Module coordinator	Prof. Dr. Hanf
Lecturer	N.N.
Language	English
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Optional module in degree program International Wine Business Wahlmodul Studiengang Internationale Weinwirtschaft Wahlmodul Studiengang Weinbau und Oenologie Wahlmodul Studiengang Getränketechnologie
Form of teaching / semester hours per week	Economic, Agricultural and Consumer Politics: lecture, 4 semester week hours, undefined class size
Student Workload	Total study hours: 120 Course attendance: 60 hours; self-study: 60 hours
ECTS Credits	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 market regulation
Course assignment / Examination / type of Examination	Written exam
Conditions for the achievement of ECTS Credits	Satisfactory exam results
Calculation of the module grade	Module examination is 100% of the module grade. The underlying grading system and the formation of the overall grade for the program is described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
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
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Module name	Internship Regulations in Annex 3 of the BPPO are legally binding
Lectures	Internship
Study semesters	1 st and 2 nd -semester IWB and IWW (joint module) Seminar: 1 st and 2 nd -semester; Internship in the lecture-free time between the 2 nd and 3 rd semester
Module coordinator	Dipl. Kff. Kottmann
Lecturer	Dipl. Kff. Kottmann
Language	English (preparation seminar and report) English or language of the country (work experience)
Frequency	Upon individual agreement. Recommended in semester break between 2 nd and 3 rd semester.
Duration	Minimum 2 months
Classification by Curriculum	Optional module in degree program International Wine Business Wahlmodul Studiengang Internationale Weinwirtschaft.
Form of teaching / semester hours per week	1 st semester: preparation seminar (2 hours) 2 nd semester: registration (2 hours) Semester break between 2 nd and 3 rd -semester internship and report Internship: at least 2 months abroad or in Germany, in the field of viticulture and/or vinification.
Student Workload	Preparation seminar and registration: 4 hours Private studies: 20 hours Internship at least 2 months (full time)
ECTS Credits	4
Prerequisites according to assessment regulations	* Regulations in Annex 3 of the BPPO are legally binding.
Recommended prerequisites	n.a.
Module aims / expected learning results	The students <ul style="list-style-type: none"> - gain experience in the field of vineyard and cellar work - are able to link wine business contents of the degree program with practical experiences - know the technical and organizational contexts of the practice - can work in a team - are open to foreign cultures and economic processes - are capable of integration - can summarize gained experience in a report.
Content	On-site: Practical work in a winery (hands-on in vineyard and/or cellar), while adapting to company and country culture norms.
Course assignment / Examination / type of Examination	Module Examination: Internship report (template provided) * Regulations in Annex 3 of the BPPO are legally binding.
Conditions for the achievement of ECTS Credits	<ul style="list-style-type: none"> - Satisfactory internship report (ME – passed with success) - Certificate of Completion and Testimonial: At the end of the internship, the internship provider shall issue the student with a certificate confirming the student's attendance at the internship workplace and listing the training provided. The certificate shall also state whether the student successfully performed the assigned tasks.

	* Regulations in Annex 3 of the BPPO are legally binding.
Calculation of the module grade	ME – passed with success 100% report The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	n.a.
Literature	n.a.

Module Description

2. Academic Year

Compulsory modules

Module name	Digital Business Solutions
Lectures	Information Technology and Platforms E-Business, B2B, B2C, Future Trends
Study semesters	4 th semester
Module coordinator	Dipl. Ing. Kramer
Lecturer	Dipl. Ing. Kramer
Language	English
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Pflichtmodul Studiengang Internationale Weinwirtschaft Compulsory module in degree programm International Wine Business
Form of teaching / semester hours per week	Information Technology and Platforms: lecture, 2 SWS E-Business, B2B, B2C, Future Trends: lecture, 2 SWS Synchronous: lectures and exercises Asynchronous: group work on case studies from practice
Student Workload	Total study hours: 120 Course attendance: 60 hours; self-study: 60 hours
ECTS Credits	4
Prerequisites according to assessment regulations	
Recommended prerequisites	None
Module aims / expected learning results	Students learn the structure and functioning of virtual marketplaces that are based on digital information and communication technologies. In doing so, they learn about transactions of both physical and digital goods and how demand and supply is being coordinated in digital platforms. After completing the module, students will have a comprehensive theoretical knowledge of the structure and functioning of current and future virtual marketplaces.
Content	In the first part (Information Technology and Platforms) students learn what computers do and how information is captured, stored, displayed, and transmitted. They learn the structure and operation of information technology entities, understand how databases work and how they are integrated into information technology solutions. They also know the different types of networks and topologies that enable digital communication on the Internet. They acquire knowledge on planning, development, implementation, use and ongoing maintenance of information systems. The students are sensitized to the aspects of information security and data protection as well as the handling of personal and confidential data. In the second part (E-business, B2B, B2C, Future Trends), students study the basics of e-business and the digital economy. They learn strategies and procedures pertaining to the implementation of digital business models and the e-commerce solutions B2B (business-to-business) and B2C (business-to-consumer). Special focus is put on enabling disruptive technologies potentially creating new business models.
Course assignment / Examination / type of Examination	Module Examination: written exam, 120 minutes

Conditions for the achievement of ECTS Credits	Successful passing of the written exam
Calculation of the module grade	Module examination is 100% of the module grade. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Electronic teaching media (Stud.IP, ILIAS, BBB), presentations as course-related slide sets, case studies, teaching videos
Literature	Kramer, Bitsch, Hanf, The Significance of Blockchain Governance in Agricultural Supply Chains. Sustainable Agricultural Value Chain, ISBN: 978-1-83969-756-2. InTech Open, London, 2021 Kotler, Kartajaya, Setiawan, Marketing 5.0: Technology for Humanity, Wiley, 2021 Thamm, Gramlich, Borek, The Ultimate Data and AI Guide, Data AI GmbH, 2020 Lang, Digital Fluency, Springer, 2021

Module name	Enology Basics
Lectures	Wine Production Technology Basics Technology of Sparkling Wine
Study semesters	4 th semester
Module coordinator	Prof. Dr. Christmann
Lecturer	Prof. Dr. Christmann; Dr. Schmitt, M.Sc. Pasch
Language	English
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Wine Production Technology Basics: lecture, 2 semester hours per week, undefined group size Technology of Sparkling Wine: lecture, 1 semester hour per week, undefined group size
Student Workload	Total study hours: 90 Course attendance: 45 hours; self-study: 45 hours
ECTS Credits	3
Prerequisites according to assessment regulations	None
Recommended prerequisites	Introduction to Viticulture and Enology
Module aims / expected learning results	Students: <ul style="list-style-type: none"> - know the methods of winemaking from grape growing to bottling - understand the individual steps and techniques used in wine making - understand the complex relationships of all processes of winemaking - know specific methods of vinification - know the legal regulations regarding wines and sparkling wines - know the basic manufacturing procedures for sparkling wine
Content	<u>Wine Production Technology Basics:</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>Technology of Sparkling Wine:</u> law, basics in bottle fermentation and tank fermentation, dosage, materials
Course assignment / Examination / type of Examination	Module Examination: Written exam
Conditions for the achievement of ECTS Credits	Satisfactory exam results
Calculation of the module grade	67% Wine Production Technology Basics 33% Technology of Sparkling Wine The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Attendance lecture, PDF lecture notes via StudIP, Live online lecture via BigBlueButton, E-learning via ILIAS
Literature	Lecture script; Reynolds "Managing Wine Quality, Vol. 2"

Module name	Evaluation of Wine
Lectures	Wine Evaluation Wine Evaluation Practical Exercises
Study semesters	3 rd and 4 th semester
Module coordinator	Prof. Dr. Jung
Lecturer	Prof. Dr. Jung et al.
Language	English
Frequency	Start every winter semester
Duration	2 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Wine Evaluation: seminar; 2 semester week hours; group size: max. 30 students Wine Evaluation Practical Exercises: 1 semester week hours; group size: max. 30 students
Student Workload	Total study hours: 120 Course attendance: 45 hours; self-study: 75 hours
ECTS Credits	4
Prerequisites according to assessment regulations	None
Recommended prerequisites	Sensory Evaluation
Module aims / expected learning results	Students: <ul style="list-style-type: none"> - get knowledge about origin, history and production specialities german and international wines - learn systematic and objective characterization of german and international wines - 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, - training of objective approach to wine description and evaluation - use of quantitative descriptive analysis, wine terms - domestic and international testing schemes for wine - different sensory influences by different winemaking practices - nackground knowledge about history, origin of wines, special wine-making procedures and influence on sensory properties - 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"> - nackground knowledge about history, origin of wines, special wine-making procedures and influence on sensory properties - continued wine evaluation of white, rosé and red still wines of German,

	<p>Austrian, Swiss, French, Italian, Spanish, Portuguese, other European and overseas origins</p> <ul style="list-style-type: none"> - 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 Examination	<p>Module Examination: Oral Examination with Tasting (E) or Written Examination (E)</p> <p>Course Requirements: Compulsory attendance, Seminar elaboration / Presentation and Handout</p>
Conditions for the achievement of ECTS Credits	Successful conclusion of the module examination and course requirements (min. 75% Attendance)
Calculation of the module grade	<p>50% Module Examination + 50% Course Requirements</p> <p>The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.</p>
Media	PowerPoint, practical exercises (sensory tasting), blackboard, FIZZ-Sensory -Evaluation-Software, netbooks
Literature	<p>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, Academic Press Inc.</p> <p>Puckette M., 2015, Wine Folly, the essential guide to wine, Avery Penguin Random House LLC, New York</p> <p>Lemperle, E., 2007, Weinfehler erkennen, Eugen Ulmer Verlag, Stuttgart</p>

Module name	Investment, Financing and Taxation
Lectures	Investment, Financing and Taxation
Study semesters	4 th semester
Module coordinator	Prof. Dr. Kurth
Lecturer	Prof. Dr. Kurth
Language	English
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business.
Form of teaching / semester hours per week	Lecture: 4 semester-hours per week
Student Workload	Total study hours: 120 Course attendance: 60 hours; self-study: 60 hours
ECTS Credits	4
Prerequisites according to assessment regulations	None
Recommended prerequisites	Business Operations; Management Accounting
Module aims / expected learning results	Students: <ul style="list-style-type: none"> - understand the concept of time value of money - are able to determine net present values - are able to assess investment projects applying different investment criteria - understand the relationship between risk and return - understand the concept of portfolio theory and the capital asset pricing model - are able to determine cost of capital in general and in the wine business - understand the pros and cons of debt financing - can determine the weighted-average cost of capital - can assess leasing contracts - understand the basic principle of taxation of individuals and business profits for different legal forms - understand the European VAT system and are able to determine the VAT burden for case studies
Content	<ul style="list-style-type: none"> - the concept of time value of money - how to calculate net present values - other investment criteria - making investment decisions with the net present value rule - introduction into risk and return - portfolio theory and the capital asset pricing model - risk and the cost of capital - does debt policy matter and how much should a corporation borrow? - leasing as a source of financing - the basic principle of the taxation of individuals and business profits - the basic principle of the European VAT system - other taxes in international business
Course assignment / Examination / type of Examination	Module Examination: Written examination

Conditions for the achievement of ECTS Credits	Satisfactory exam results
Calculation of the module grade	Module examination is 100% of the module grade. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Stud.IP, presentations, handouts, literature
Literature	General literature: Brealey, Richard A., Myers, Steward C. and Allen, Franklin (2020): Principles of Corporate Finance, 13. international edition, Mc Graw Hill. Endres, Dieter and Spengel, Christoph (2015), International Company Taxation and Tax Planning, Wolters Kluwer Law & Business

Module name	Marketing Project France
Lectures	Marketing project France Marketing project France Seminar
Study semesters	3 rd semester
Module coordinator	Dipl. Kff. Kottmann
Lecturer	Dipl. Kff. Kottmann
Language	English
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Marketing project France: lecture; 2 semester week hours Marketing project France Seminar: seminar; 2 semester week hours Class size 35
Student Workload	Total study hours: 180 Course attendance: 60 hours; self-study: 120 hours
ECTS Credits	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, incl. climate, topography, viticultural practices, grape varieties, vinification techniques, legislation, and typical wine styles - know about the production and sales structures - know about domestic consumption - can translate interactions in France to other producing and consumer countries, and are able to recognize and describe different marketing strategies, esp. applied by the major players, but also beyond
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 - Sustainability efforts in the French wine industry (ecological, social, economic) - Development of a team-oriented marketing project against the background of the French wine industry
Course assignment / Examination / type of Examination	1 examination performance (E: exam) 1 course work assignment (CWA: group project with presentation)
Conditions for the achievement of ECTS Credits	At least satisfactory results in E and CWA. Regular and active participation; compulsory attendance (CA min. 80%)
Calculation of the module grade	E = 67% / CWA = 33% The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.

Media	PowerPoint, digital board, tastings, variety of other modern media like videos and Stud.IP
Literature	Drinks Business, Meininger's Wine Business International

Module name	Marketing Project Consumer Markets in Western and Northern Europe
Lectures	MP* Consumer Markets in Western and Northern Europe MP* Consumer Markets in Western and Northern Europe Seminar
Study semesters	4 th semester
Module coordinator	Prof. Dr. Hanf
Lecturer	Prof. Dr. Hanf
Language	English
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	MP* Consumer Markets in Western and Northern Europe. 2 SWS lecture; MP* Consumer Markets in Western and Northern Europe Seminar: 2 SWS seminar classes; class size 35
Student Workload	Total study hours: 180 Course attendance: 60 hours; self-study: 120 hours
ECTS Credits	6
Prerequisites according to assessment regulations	None
Recommended prerequisites	Marketing Basics; Business Management, Economics, World Wine Markets; Wine and Beverage Marketing
Module aims / expected learning results	Students: <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	For the consumer markets Belgium, Berlin, Denmark, Finland, Great Britain, Holland, Ireland, Iceland, Luxembourg, North Sea / Baltic Sea, Norway, Sweden: <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 Examination	Examination performance: seminar thesis Course Work Assignment: presentation

Conditions for the achievement of ECTS Credits	Satisfactory exam results Regular and active participation; compulsory attendance
Calculation of the module grade	E = 67% / CWA = 33% The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	PowerPoint presentations, blackboard
Literature	Meiningers Wine business International, Euromonitor, FIVS Abridge

MP* = Marketing Project

Module name	Introduction to Microbiology
Lectures	General and Applied Microbiology
Study semesters	4 th semester
Module coordinator	Prof. Dr. Wendland
Lecturer	Prof. Dr. Wendland
Language	English
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Microbiology lectures, 4 semester hours per week
Student Workload	Total study hours: 120 Course attendance: 60 hours; self-study: 60 hours
ECTS Credits	4
Prerequisites according to assessment regulations	None
Recommended prerequisites	None
Module aims / expected learning results	<p>Students understand the general importance of microbes in all aspects of our life to e.g. promote health & well-being or cause disease.</p> <p>Students can classify bacterial and fungal organisms according to genetic, chemical, biochemical or microbiological methods.</p> <p>Students know the importance of bacterial and eukaryotic microorganisms and their general metabolism as it relates to the production of fermented beverages.</p> <p>Students acquire a detailed understanding of <i>Saccharomyces cerevisiae</i>, the main agent of wine fermentation, as well as of other non-conventional yeasts.</p> <p>They can transfer the microbiological know-how to identify microbial spoilage and can manipulate production processes to secure beverage quality and enhance aroma production.</p>
Content	<p><u>General microbiology:</u> Occurrence of microbes, taxonomy, growth and proliferation, cell walls, selection and cultivation of microorganisms; cytology and physiology of microbes; virology; biochemistry & metabolism with a focus of fermentation and aroma production;</p> <p><u>Yeast microbiology:</u> Yeast cell cycle, life cycle, aging, organelle transport, ecology & evolution, fermentation properties, Crabtree effect. Non-conventional yeasts and their use in mixed fermentations. Yeast Breeding and genetic engineering.</p>
Course assignment / Examination / type of Examination	Module Examination: Written exam
Conditions for the achievement of ECTS Credits	Successful pass of the exam
Calculation of the module grade	Module examination is 100% of the module grade. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	PowerPoint presentations, videos, board

Literature	Wine Microbiology; Kenneth C. Fugelsang, Charles G. Edwards (Eds), Springer Biology of Microorganisms on Grapes, in Must and in Wine Helmut König, Gottfried Uden, Jürgen Fröhlich (Eds), Springer
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Module name	Scientific Work and Key Qualifications
Lectures	Scientific Work IT Workplace and Office Applications Key Qualifications
Study semesters	4 th semester
Module coordinator	Prof. Dr. Hanf
Lecturer	Prof. Dr. Hanf / M.A. Ortner / N.N.
Language	English
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Seminars: Scientific Work 1,5 SWS Exercises: IT Workplace and Office Applications 1,5 SWS Exercises: Key Qualifications 1 SWS
Student Workload	Total study hours: 120 Course attendance: 60 hours; self-study: 60 hours
ECTS Credits	4
Prerequisites according to assessment regulations	None
Recommended prerequisites	None
Module aims / expected learning results	<p><u>Upon completion of the module Scientific Work:</u></p> <ul style="list-style-type: none"> - know the basics of scientific work - have knowledge of methods and the ability to work scientifically - be familiar with the problem of plagiarism - independently research scientific literature on a given topic in specialized databases, etc. - master and apply the rules of scientific citation - apply the basics of experimental design, set-up, evaluation and documentation - be able to compile and critically evaluate scientific texts <p><u>IT workplace and office applications:</u></p> <ul style="list-style-type: none"> - create and manage extensive elaborations with word processing programs - know and apply the basics and advanced possibilities of spreadsheet calculations - analyze large data bases using functions and presentation tools - create presentations using presentation tools <p><u>Key skills:</u></p> <ul style="list-style-type: none"> - recognize the importance of learning and communication for everyday activities and success in studies - apply learning and time management techniques to studies - be able to draw recommendations for action from the various forms of learning types for one's own learning

Content	<p><u>Scientific work:</u></p> <ul style="list-style-type: none"> - principles of good scientific practice - literature research - reading techniques - structure and composition of scientific texts - Citing scientific work - citing and substantiating statements in the text - bibliographies - introduction to central methods of scientific thinking (e.g. induction, deduction, hermeneutics) and basic scientific positions - basics of experimental work - writing scientific texts <p><u>IT workstation and office applications:</u></p> <ul style="list-style-type: none"> - word processing: formatting of type, paragraphs and pages, application of tables of contents, figures, tables and sources, complex page numbering - mail merge, document control and publishing - file management basics - spreadsheet: arithmetic and logical operations, relative and absolute references, functions, data analysis - presentation techniques: application and adaptation of slide templates and masters design, targeted use of animations, basics of presentation techniques and information structuring <p><u>Key skills - learning and memory:</u></p> <ul style="list-style-type: none"> - learning techniques - motivation and personality - self-organization and self-reflection - time management - basics of communication and teamwork
Course assignment / Examination / type of Examination	<p>Course Assignment: Written exam or oral exam or paper. The type of examination will be announced at the beginning of the semester.</p> <p>Course Work Assignment: IT workstation and office applications: Elaboration, attendance (85%) or Practical activities/exercises. The form of studies performance will be announced at the beginning of the module.</p> <p>Key skills: Elaboration, attendance (85%) or presentation. The form of the course work will be announced at the beginning of the module.</p>
Conditions for the achievement of ECTS Credits	Successful completion of the examination/study performances, compulsory attendance
Calculation of the module grade	<p>Module examination is 100% of the module grade.</p> <p>The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.</p>
Media	Lecture, group work
Literature	Guidelines for the Bachelor Thesis "International Wine Business"

Module name	Viticulture
Lectures	General Viticulture Organic Viticulture
Study semesters	3 rd semester
Module coordinator	Prof. Dr. Stoll
Lecturer	Prof. Dr. Stoll; Dr. Döring; M.Sc. Strack; Dr. Selim; M.Sc. Dries
Language	English
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	General Viticulture: lecture, 4.5 semester hours per week (Indefinite group size) Organic Viticulture: lecture, 1.5 semester hours per week blocked within the second part of the year (Indefinite group size)
Student Workload	Total study hours: 180 Course attendance: 90 hours; self-study: 30 hours
ECTS Credits	6
Prerequisites according to assessment regulations	None
Recommended prerequisites	Introduction to Viticulture and Enology (1 st semester IWB)
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
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; some pests and diseases; designing and planting vineyards; water regime of the vine; pruning and trellis systems in flat, hillside and steep slopes, yield to quality interactions; quality management systems; laws and rules for organic viticulture, implementation of organic viticulture, certification.
Course assignment / Examination / type of Examination	Module Examination: Written examination
Conditions for the achievement of ECTS Credits	Satisfactory exam results; regular and active participation to the lectures
Calculation of the module grade	Module examination is 100% of the module grade. The applicable grading system and the calculation of the over-all grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Face2Face, PowerPoint, blackboard, some practical explanations in the field

<p>Literature</p>	<p>Dry, P. R. and B. G. Combe (2004). Viticulture -Volume 1&2. Adelaide, Winetitles Pty Ltd.</p> <p>Winkler, A. J., J. A. Cook, W. M. Kliewer and L. A. Lider (1974). General Viticulture, University of California Press: Berkeley.</p> <p>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.</p> <p>Keller, M.: The Science of Grapevines: Anatomy and Physiology, Amsterdam, Elsevier, 2015</p> <p>Current scientific papers uploaded to the StudIP-learning platform</p>
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Module name	Wine and Beverage Marketing
Lectures	Wine and Beverage Marketing Retail Marketing
Study semesters	4 th semester
Module coordinator	M.A. Ortner
Lecturer	M.A. Ortner
Language	English
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Wine and Beverage Marketing: lecture; 2 semester week hours Retail Marketing: lecture; 2 semester week hours; undefined class size
Student Workload	Total study hours: 120 Course attendance: 60 hours; self-study: 60 hours
ECTS Credits	4
Prerequisites according to assessment regulations	None
Recommended prerequisites	Marketing Basics
Module aims / expected learning results	Students: <ul style="list-style-type: none"> - have an overview on the international production and trade situation and understand the necessity for marketing - are able to differentiate consumer groups and to understand consumer behavior and consumer decision making - know marketing instruments for the different sales channels - are able to develop and justify marketing decisions - know the marketing process
Content	<ul style="list-style-type: none"> - production and consumption figures wine, sparkling wine, spirits - theory consumer behavior and consumer decision making - developments/status quo consumer behavior in the beverage industry - the marketing process - theory and techniques of product design in wine, sparkling wine and spirits - marketing strategies in the beverage industry - marketing-mix concepts for the different sales channels - theory and techniques of advertising design - key figures marketing controlling
Course assignment / Examination / type of Examination	Module Examination: Written examination
Conditions for the achievement of ECTS Credits	Satisfactory exam results
Calculation of the module grade	Module examination is 100% of the module grade. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	PowerPoint presentations

Literature	Solomon, Michael, R.: Consumer Behavior Charters, Steve: Wine Business Management Sorensen, Herb: Inside the mind of the shopper Statista-, Euromonitor-, Ciatti- and BMEL-Reports
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Module Description

2. Academic Year

Semi - compulsory modules

Module name	Advanced (C1) Professional English
Lectures	Advanced Professional English Advanced Professional English Communication
Study semesters	3 rd and 4 th semester
Module coordinator	B.A. Gledhill-Schmitt
Lecturer	Lückoff
Language	English
Frequency	Winter semester
Duration	2 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Advanced Professional English: seminar; 2 semester week hours Advanced Professional English Communication: practical exercises; 2 semester week hours Synchronous + asynchronous teaching/ 2 SWS per semester
Student Workload	Total study hours: 180 Course attendance: 60 hours; self-study: 120 hours
ECTS Credits	6 <i>(split 3+3 for exchange students only at HGU for 1 semester)</i>
Prerequisites according to assessment regulations	None
Recommended prerequisites	English Communication module (semesters 1 and 2) C1 English CEFR
Module aims / expected learning results	Preparation course based on Cambridge Business English Certificate (Higher; C1) Practice in writing, reading, speaking and listening skills for using English in a business environment
Content	<u>Semester 3</u> : the focus is on practice for an oral exam, based on preparation material for the Cambridge BEC Higher exam and authentic speaking situations. Discussions and role-play activities will provide ample opportunity for practice. <u>Semester 4</u> : students will prepare for the written part of the exam, also based on exam preparation material and authentic business articles. Practice in writing various types of both internal and external business communications will be a main part of the work during the semester. In addition, students will practice reading business texts for gist and global meaning, understanding text structure and detail, using appropriate vocabulary, applying discourse features in a text, proofreading a text, etc.
Course assignment / Examination / type of Examination	Module Examination: Semester 3: course assignment – oral examination Semester 4: written examination
Conditions for the achievement of ECTS Credits	Successful completion of assignment + examination. Active participation + compulsory attendance <i>(exchange students need to complete the relevant assignment or examination depending on the semester)</i>

Calculation of the module grade	Course examination: 70% + Presentation: 30% The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Kursorganisation: Stud.IP Arbeitsblätter; Podcasts; Lehrvideos; Präsentationen
Literature	Will be confirmed by teacher

Module name	German: Professional & Technical Communication (B1/B2)
Lectures	Professional and Technical German German Communication
Study semesters	3 rd and 4 th semester
Module coordinator	Meisl-Faust
Lecturer	Meisl-Faust
Language	German
Frequency	Winter semester
Duration	2 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Professional and Technical German: seminar; 3 semester week hours German Communication: practical exercises; 3 semester week hours Synchronous and asynchronous teaching Class size: 20
Student Workload	Total study hours: 180 Course attendance: 90 hours; self-study: 90 hours
ECTS Credits	6
Prerequisites according to assessment regulations	Minimum CEFR upper A2/B1 level in the target language
Recommended prerequisites	German Language Course
Module aims / expected learning results	Students will be equipped with the necessary language for working in the wine industry in Germany
Content	Current topics relating to the wine business <ul style="list-style-type: none"> - Training in listening and reading skills - Improving writing and discussion skills - Advanced grammatical structures as needed
Course assignment / Examination / type of Examination	<u>Semester 3:</u> Course Examination – continuous assessment throughout the semester, made up of 3 tests (2 written, 1 oral) with each making up a third of the semester grade . Each part test must be passed. Details will be given at the beginning of the semester and uploaded to Stud.IP. A repeat of any part of the Course Examination will only be possible in the following winter semester. <u>Semester 4:</u> presentation with handout
Conditions for the achievement of ECTS Credits	Successful completion of all assessment tests + presentation, and active participation in class
Calculation of the module grade	Course examination: 70% Presentation: 30% The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Kursorganisation: Stud.IP Arbeitsblätter; Podcasts; Lehrvideos; Präsentationen
Literature	

Module name	French: Professional & Technical Communication
Lectures	Professional and Technical French French Communication
Study semesters	3 rd and 4 th semester
Module coordinator	B.A. Gledhill-Schmitt
Lecturer	Aboub
Language	French
Frequency	Winter semester
Duration	2 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Professional and Technical French: seminar; 3 semester week hours French Communication: practical exercises; 3 semester week hours Synchronous and asynchronous teaching/3SWS per semester Class size: 20
Student Workload	Total study hours: 180 Course attendance: 90 hours; self-study: 90 hours
ECTS Credits	6
Prerequisites according to assessment regulations	Minimum CEFR upper A2/B1 level in the target language
Recommended prerequisites	HGU Language Center Preparation Courses 1 and 2 in the target language.
Module aims / expected learning results	Students will be equipped with the necessary language for working in the wine industry in the target language
Content	Current topics relating to the wine business <ul style="list-style-type: none"> - Training in listening and reading skills - Improving writing and discussion skills - Advanced grammatical structures as needed
Course assignment / Examination / type of Examination	<u>Semester 3:</u> Course Examination – continuous assessment throughout the semester, made up of 3 tests (2 written, 1 oral) with each making up a third of the semester grade . Each part test must be passed. Details will be given at the beginning of the semester and uploaded to Stud.IP. A repeat of any part of the Course Examination will only be possible in the following winter semester. <u>Semester 4:</u> presentation with handout
Conditions for the achievement of ECTS Credits	Successful completion of all assessment tests + presentation, and active participation in class
Calculation of the module grade	Course examination: 70% Presentation: 30% The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Kursorganisation: Stud.IP Arbeitsblätter; Podcasts; Lehrvideos; Präsentationen
Literature	Myriam Huet : « Le vin pour tous » – Editions Dunod - 2016 ISBN : 978-2100754816

Module name	Italian: Professional & Technical Communication
Lectures	Professional and Technical Italian Italian Communication
Study semesters	3 rd and 4 th semester
Module coordinator	M.A. Ceroni
Lecturer	M.A. Ceroni
Language	Italian
Frequency	Start every winter semester
Duration	2 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Professional and Technical Italian: seminar; 3 semester week hours; Italian Communication: practical exercises; 3 semester week hours; Class size: 20 Synchronous and asynchronous teaching/3 SWS per semester
Student Workload	Total course hours: 180 Course attendance: 90 hours; self-study: 90 hours
ECTS Credits	6
Prerequisites according to assessment regulations	Minimum CEFR upper A2/B1 level in the target language
Recommended prerequisites	HGU Language Center Preparation Courses 1 and 2 in the target language.
Module aims / expected learning results	Students will be equipped with the necessary language for working in the wine industry in the target language
Content	Current topics relating to the wine business - Training in listening and reading skills - Improving writing and discussion skills - Advanced grammatical structures as needed
Course assignment / Examination / type of Examination	<u>Semester 3:</u> Course Examination – continuous assessment throughout the semester, made up of 3 tests (2 written, 1 oral) with each making up a third of the semester grade . Each part test must be passed. Details will be given at the beginning of the semester and uploaded to Stud.IP. A repeat of any part of the Course Examination will only be possible in the following winter semester. <u>Semester 4:</u> presentation with handout
Conditions for the achievement of ECTS Credits	Successful completion of all assessment tests + presentation, and active participation in class
Calculation of the module grade	Course examination: 70% Presentation: 30% The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Kursorganisation: Stud.IP Arbeitsblätter; Podcasts; Lehrvideos; Präsentationen
Literature	Sicheri, Giuseppe: Il libro completo del vino. De Agostini, 2019 (Signatur: T1964 in HGU Library)

Module name	Spanish: Professional & Technical Communication
Lectures	Professional and Technical Spanish Spanish Communication
Study semesters	3 rd and 4 th semester
Module coordinator	M.A. Ceroni
Lecturer	Marin Beltran
Language	Spanish
Frequency	Winter semester
Duration	2 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Professional and Technical Spanish: seminar; 3 semester week hours; Spanish Communication: practical exercises; 3 semester week hours; Class size: 20 Synchronous and asynchronous teaching
Student Workload	Total course hours: 180 Course attendance: 90 hours; self-study: 90 hours
ECTS Credits	6
Prerequisites according to assessment regulations	Minimum CEFR upper A2/B1 level in the target language
Recommended prerequisites	HGU Language Center Preparation Courses 1 & 2 in the target language.
Module aims / expected learning results	Students will be equipped with the necessary language for working in the wine industry in the target language
Content	Current topics relating to the wine business <ul style="list-style-type: none"> - Training in listening and reading skills - Improving writing and discussion skills - Advanced grammatical structures as needed
Course assignment / Examination / type of Examination	<u>Semester 3:</u> Course Examination – continuous assessment throughout the semester, made up of 3 tests (2 written, 1 oral) with each making up a third of the semester grade . Each part test must be passed. Details will be given at the beginning of the semester and uploaded to Stud.IP. A repeat of any part of the Course Examination will only be possible in the following winter semester. <u>Semester 4:</u> presentation with handout
Conditions for the achievement of ECTS Credits	Successful completion of all assessment tests + presentation, and active participation in class
Calculation of the module grade	Course examination: 70% Presentation: 30% The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Kursorganisation: Stud.IP Arbeitsblätter; Podcasts; Lehrvideos; Präsentationen

Literature	<p>Diccionario de viticultura y enología</p> <p>Manual de viticulture; A Reynier. 2015</p> <p>Manual de vinificación. Guía práctica para la elaboración de vinos. Consuelo de Lecco 2015</p> <p>La cata de vinos. Escuela española de vinos. Guía completa para conocer y degustar los vinos. Lluís Manuel Barba, 2012</p> <p>Manual de cata. Es bueno este vino? Joaquín Parra López, 2011</p> <p>Guía Peñin de los vinos de españa (2020)</p> <p>Vino, lengua y traducción. Universidad de Valladolid, 2010</p> <p>Wirtschafts-Spanisch. Manual de lenguaje económico. Johannes Schnitzer</p>
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Module name	Marketing Project Southern Europe
Lectures	Marketing Project Southern Europe Marketing Project Southern Europe Seminar
Study semesters	4 th semester
Module coordinator	M.A. Ortner
Lecturer	M.A. Ortner
Language	English
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Marketing Project Southern Europe: lecture, 2 semester week hours Marketing Project Southern Europe: seminar lessons, 2 semester week hours; class size: 35
Student Workload	Total course hours: 180 Course attendance: 60 hours; self-study: 120 hours
ECTS Credits	6
Prerequisites according to assessment regulations	None
Recommended prerequisites	Fundamentals of marketing, World Wine Markets
Module aims / expected learning results	Students: <ul style="list-style-type: none"> - understand the country-specific connections between society, - history, the legal system, 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	Mainly for the countries: Spain and Portugal and Greece <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, liqueur wines and spirits - the respective wine-growing regions by producer - structure, sales structure, special wine law and product profiles - institutions of the wine industry
Course assignment / Examination / type of Examination	Module Examination: written exam Course Assignment: project work, class type: seminar
Conditions for the achievement of ECTS Credits	Satisfactory exam results Study performance: Regular and active participation; compulsory attendance
Calculation of the module grade	Written exam: 67% + course assignment 33% The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.

Media	PowerPoint presentations Group work/Seminar work Presentations
Literature	Meininger`s Wine Business International (if applicable) Hugh Johnson, Jancis Robinson: The World Atlas of Wine Wine & Spirit Education Trust: Wines and spirits: understanding style and quality

Module name	Consumer and Market Research
Lectures	Basics of the research methods Project Market Research
Study semesters	4 th semester
Module coordinator	Dr. Ghvanidze
Lecturer	Dr. Ghvanidze
Language	English
Frequency	1 semester
Duration	Summer semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Basics of the research methods: lecture; 2 semester week hours Project Market Research: seminar; 2.5 semester week hours; class size max. 25
Student Workload	Total study hours: 180 Course attendance: 67.5 hours; self-study: 112.5 hours
ECTS Credits	6
Prerequisites according to assessment regulations	None
Recommended prerequisites	Marketing Basics and Wein and Beverage Marketing
Module aims / expected learning results	<p><u>Basics of the research methods:</u> The students</p> <ul style="list-style-type: none"> - acquire the knowledge in (qualitative and quantitative) market research methods - know how to recognize the research areas to apply qualitative vs. quantitative research methods or both of them. - learn different survey methods for the research in the B2B and B2C areas - gain knowledge to design questionnaire and question catalogues - are able to apply sampling procedures - know to plan research projects - know to evaluate the reliability of the market research studies based on different criteria. <p><u>Project Market Research:</u> The students</p> <ul style="list-style-type: none"> - improve their knowledge in market (qualitative and quantitative) 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 statistical Software SPSS for data analyzing purposes - are able to analyse the results of the qualitative research projects - 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

	<p>as to develop and test theory based argumentation of their research questions</p> <ul style="list-style-type: none"> - gain the soft skills like team work, presenting results of their research projects, the ability to argue and to criticize, and to organize themselves for applied research projects
Content	<ul style="list-style-type: none"> - Market Research Methods - Analysis of secondary and primary data - Fieldwork - Analysis of qualitative data (content analysis) - Analyzing the quantitative data in SPSS
Course assignment / Examination / type of Examination	<p>Examination performance: written examination (exam E)</p> <p>Course assignment: Preparation and Report / Presentation (RP) Presence requirement: 75% Presentation (CWA: group project with presentation)</p>
Conditions for the achievement of ECTS Credits	<p>Satisfactory module examination and study performance.</p> <p>Regular and active participation; compulsory attendance</p>
Calculation of the module grade	<p>Course examination: 67% + course assignment 33%</p> <p>The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.</p>
Media	<p>PowerPoint, Discussion, Seminar, SPSS</p>
Literature	<p>Malhotra, N.K. (2015), Marketing Research – An applied orientation, Pearson Education Limited.</p> <p>Malhotra, N.K. & Briks, D. F. (2007), Marketing Research – An applied approach, Pearson Education Limited.</p> <p>Field, A. (2012), Discovering statistics using IBM SPSS Statistics, Sage Publicatio Ltd</p> <p>Flick, W. (2019): An Introduction to Qualitative Research</p> <p>Mayring, P. (2021): Qualitative content analysis: A step-by-step guide</p>

Module name	Sustainability II
Lectures	Sustainability II Sustainability II Seminar
Study semesters	3 rd semester
Module coordinator	Prof. Dr. Wagner
Lecturer	Prof. Dr. Wagner, Maier MBA
Language	English
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business Wahlpflichtmodul Studiengang Internationale Weinwirtschaft
Form of teaching / semester hours per week	Lecture: 2 semester week hours, undefined class size Seminar: 1 semester week hours, class size 30-35
Student Workload	Total study hours: 120 Course attendance: 45 hours; self-study: 75 hours
ECTS Credits	4
Prerequisites according to assessment regulations	None
Recommended prerequisites	Introduction to Sustainability
Module aims / expected learning results	Students <ul style="list-style-type: none"> - acquire an overview of the definition, concepts, and development of Corporate Social Responsibility (CSR) - understand the interfaces of CSR in the company - obtain a deeper understanding of the strategic instruments and the field of action of CSR - develop an understanding of the way companies communicate about CSR issues - get an insight on how CSR is implemented in practice - gain an insight into how CSR is implemented in professional practice, using current projects, products and strategies as examples - have an insight into the topics, measures and tasks of CSR in the wine sector, in order to improve the sustainability of a wine - know the importance of communication and marketing in the field of sustainability
Content	<ul style="list-style-type: none"> - definition, concepts, and development of Corporate Social Responsibility (CSR) - interfaces of CSR in the company - strategic instruments for CSR - fields of action of CSR - communication of CSR - practical examples of CSR - strategic approach of CSR in the wine industry - evaluate actual current projects, products and/or strategies in the wine industry - evaluation of the social dimension in the wine industries - sustainable communication and marketing – challenges and chances
Course assignment / Examination / type of Examination	Course Assignment: written examination Course Work Assignment: group presentation

Conditions for the achievement of ECTS Credits	Successful exam scores
Calculation of the module grade	67% written examination, 33% group presentation The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	PowerPoint presentations, blackboard
Literature	Video: What is CSR?

Module Description

2. Academic Year

Optional modules

Module name	Electronic Commerce
Lectures	Electronic Commerce
Study semesters	3 rd semester
Module coordinator	Prof. Dr. Mehler-Bicher
Lecturer	Prof. Dr. Mehler-Bicher
Language	Englisch
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Wahlmodul Studiengang Internationale Weinwirtschaft Optional module in degree program International Wine Business Wahlmodul Studiengang Getränketechnologie Wahlmodul Studiengang Weinbau und Oenologie
Form of teaching / semester hours per week	Electronic Commerce: seminar lessons; 2 SWS
Student Workload	Total study hours: 60 Course attendance:(online): 15 hours; screencasts: 15 hours; self-study: 30 hours
ECTS Credits	2
Prerequisites according to assessment regulations	None
Recommended prerequisites	Marketing Basics; Information Technology
Module aims / expected learning results	The Students: <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"> - e-business and e-Commerce - basics of e-commerce - business models - CRM - digital marketing - AR and VR <p>In each case under classification in the wine and beverage market</p>
Course assignment / Examination / type of Examination	Module Examination: written paper (Description and evaluation of a real business model in the wine and beverage market)
Conditions for the achievement of ECTS Credits	Successful completion of the examination

Calculation of the module grade	Module examination is 100% of the module grade. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Inverted Classroom; Screencasts supplemented by question and practice sessions, presentations
Literature	Kreutzer: Praxisorientiertes Online-Marketing Fritz: Internet-Marketing und Electronic Commerce; Grundlagen – Rahmenbedingen – Instrumente Heinemann: Der neue Online-Handel

Module name	Educational Excursion
Lectures	Educational Excursion
Study semesters	4 th semester
Module coordinator	Dr. Ghvanidze
Lecturer	Teaching Staff
Language	English and others
Frequency	Irregular
Duration	Irregular, minimum 5 days of participation in the excursion
Classification by Curriculum	Optional module in degree program International Wine Business
Form of teaching / semester hours per week	Excursion
Student Workload	Total study hours: 60 Minimum 5 days of participation in the excursion
ECTS Credits	2
Prerequisites according to assessment regulations	None
Recommended prerequisites	None
Module aims / expected learning results	The Students: <ul style="list-style-type: none"> - 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 of the beverage industry.
Course assignment / Examination / type of Examination	Module Examination: report and active participation
Conditions for the achievement of ECTS Credits	Satisfactory exam results
Calculation of the module grade	Module examination is 100% of the module grade. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	
Literature	

Module Description

3. Academic Year

Compulsory modules

Module name	Bachelor Thesis
Lectures	Bachelor Thesis
Study semesters	6 th semester
Module coordinator	Teaching Staff
Lecturer	Teaching Staff
Language	English
Frequency	Winter or summer semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Individual work and support discussions
Student Workload	360 hours. individual work with supervision (preparation of the thesis)
ECTS Credits	12
Prerequisites according to assessment regulations	Successful conclusion of all modules of the 1 st academic year; successful conclusion of 5 compulsory modules; Credit for Pre-Study internship
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 Examination	Bachelor Thesis
Conditions for the achievement of ECTS Credits	Satisfactory exam results
Calculation of the module grade	Module examination is 100% of the module grade. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	
Literature	Meiningers Wine business International, Euromonitor, FIVS Abridge

Module name	Colloquium Bachelor Thesis
Lectures	Colloquium Bachelor Thesis
Study semesters	6 th semester
Module coordinator	Prof. Dr. Hanf
Lecturer	Teaching Staff
Language	English
Frequency	Winter or summer semester
Duration	1 semester
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	
Student Workload	Total study hours: 90
ECTS Credits	3
Prerequisites according to assessment regulations	Proof of successful completion of all other compulsory modules and the elective and optional modules required to achieve 180 ECTS credits
Recommended prerequisites	
Module aims / expected learning results	<p>The students know the basics of scientific work and documentation and literature research. They know the formal basics and the structure of scientific papers. They will be able to cite correctly and create source references and bibliographies. They are able to present and critically discuss scientific work.</p> <p>The students know the possibilities of publication and presentation of scientific work. They are able to summarize the essential content and present it clearly using appropriate techniques and media. They are able to react competently to critical questioning and to represent their opinion.</p>
Content	<p>Preparation of a scientific paper and presentation. (Literature research, structure and outline, material and methods, results and their discussion, summary and publication).</p> <p>Use of presentation techniques for the presentation of scientific results</p>
Course assignment / Examination / type of Examination	Examination: Media-supported presentation of a scientific paper (thesis) and oral examination on the topic of the thesis
Conditions for the achievement of ECTS Credits	Successful completion of the course assignment
Calculation of the module grade	<p>Module examination is 100% of the module grade.</p> <p>The underlying grading system and the formation of the overall grade for the program is described in section 3.6 ABPO in conjunction with section 3.6 BBPO.</p>
Media	Oral presentation, PowerPoint presentation
Literature	Oral presentation, PowerPoint presentation

Module name	Work Placement Regulations in Annex 3 of the BPPO are legally binding
Internship location	In Germany or Abroad
Lectures	Preparation seminar and final presentation
Study semesters	3 rd and 4 th semester: preparation seminar Between 4 th and 5 th semester: internship and exam
Module coordinator	Dipl. Kff. Kottmann
Lecturer	Dipl. Kff. Kottmann
Language	English (preparation seminar and exam) English or language of the country (internship)
Frequency	Preparation seminar part 1: every WS Preparation seminar part 2: every SS Internship: upon individual agreement. Recommended in semester break between 4 th and 5 th semester.
Duration	3 semesters
Classification by Curriculum	Compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Preparation seminar: 2 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. Fields of activity must have a clear business connection (e.g. management and assistance to the general management; sales management; area management; key account management; Public Relations; product management; direct marketing; export and import; wine purchasing; quality control; controlling; Accounting).
Student Workload	Preparation seminar: - 3 rd semester: 23 hours of course attendance - 4 th semester: 8 hours of course attendance Private studies: 30 hours Internship at least 12 weeks (full time)
ECTS Credits	12
Prerequisites according to assessment regulations	Regulations in Annex 3 of the BPPO are legally binding. - Before the practical phase at the internship site, successful participation in the preparatory seminar is required. - Start of the internship possible after the third semester at the earliest. - Proof of at least 60 ECTS Credits Students are personally responsible for finding and arranging a suitable internship within the time limits set by the module coordinator. The university is under no legal obligation to provide an internship placement. Students are not permitted to complete the practical vocational module in their own business or in a business owned by their parents.
Recommended prerequisites	Modules of semesters 1-4

Module aims / expected learning results	<p>The students</p> <ul style="list-style-type: none"> - gain 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	<p>Preparatory seminar:</p> <ul style="list-style-type: none"> - introduction to the module and conditions, the proposal and its requirements - practical activities and possible projects - application process - previous semesters' reporting. <p>On-site:</p> <ul style="list-style-type: none"> - 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 Examination	Module Examination: Internship report and presentation (CWA)
Conditions for the achievement of ECTS Credits	<p>Satisfactory assessment results (ME/passed with success)</p> <p>Preparation seminar: Regular and active participation; compulsory attendance (80%)</p> <p>Regulations in Annex 3 of the BPPO are legally binding</p>
Calculation of the module grade	<p>ME – passed with success</p> <p>60% report, 40% presentation</p> <p>The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.</p>
Media	PowerPoint, digital board
Literature	n.a.

Module Description

3. Academic Year

Semi - compulsory modules

Module name	Digitalisation in the Wine Industry
Lectures	Digitalisation in the Wine Industry
Study semester	6 th semester
Module coordinator	Prof. Dr. Loose
Lecturer	Prof. Dr. Loose
Language	English
Frequency	Summer semester
Duration	1 semester
Classification by curriculum	Semi-compulsory module in degree program International Wine Business Wahlpflichtmodul Studiengang Internationale Weinwirtschaft
Form of teaching / semester hours per week	Class type: seminar, 3 SWS; maximum class size: 25
Student Workload	Total study hours: 120 Course attendance: 45 hours; self-study: 75 hours
ECTS Credits	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	The students <ul style="list-style-type: none"> - gain a basic understanding of the different modes of digitalisation in viticulture, oenology, wine business and operations, marketing and international trade - have an 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 - gain insights into current developments in e-commerce and social media for wine - understand the implications from the availability of big data from digitalization for wine market research - can critically assess the suitability of various digitalization strategies and trends for different wine business sizes - understand the public policy effect of digitalisation on market structure of wine producers
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 on industry structure - E-Commerce, Social Media, Digital Marketing
Course assignment / Examination / type of Examination	Module Examination: seminar thesis and presentation
Conditions for the achievement of ECTS Credits	Satisfactory results for written thesis and oral presentation

Calculation of the module grade	<p>Written seminar thesis (60%)</p> <p>Presentation (40%)</p> <p>The applicable grading system and the calculation of the overall grade is described in section 3.6 ABPO in conjunction with section 3.6 BBPO.</p>
Media	<p>Readings, Discussion, Machine Demonstration, Expert Interviews and Presentations by Video</p>
Literature	<p>Matese, Alessandro, et al. (2015) "Intercomparison of UAV, aircraft and satellite remote sensing platforms for precision viticulture." <i>Remote Sensing</i> 7.3, 2971-2990.</p> <p>Matese, Alessandro, and Salvatore Filippo Di Gennaro (2015). "Technology in precision viticulture: A state of the art review." <i>Int. J. Wine Res</i> 7, 69-81.</p> <p>Galati, Antonino, et al. (2021) "Exploring the common blockchain adoption enablers: the case of three Italian wineries." <i>International Journal of Wine Business Research</i>.</p> <p>Linsner, S., Kuntke, F., Steinbrink, E., Franken, J., & Reuter, C. (2021). The Role of Privacy in Digitalization-Analyzing Perspectives of German Farmers. <i>Proc. Priv. Enhancing Technol.</i>, 2021(3), 334-350.</p> <p>Szolnoki, G., Thach, L. and Kolb, D. (2016) <i>Successful Social Media and Ecommerce Strategies in the Wine Industry</i>, Springer</p> <p>Ingrassia, M., Altamore, L., Bacarella, S., Columba, P., & Chironi, S. (2020). The Wine Influencers: Exploring a New Communication Model of Open Innovation for Wine Producers. <i>Journal of Open Innovation: Technology, Market, and Complexity</i>, 6(4), 165.</p> <p>Fiore, Mariantonietta, et al. (2016) "Social media and societal marketing: a path for a better wine?" <i>Journal of Promotion Management</i> 22.2: 268-279.</p> <p>Culley, Briannan, et al. (2017) "Digital Marketing Plan: Naked Wines Australia." <i>Newcastle Business School Student Journal</i> 1.1 68-89.</p>

Module name	Marketing Project Asia
Lectures	Marketing Project Asia Marketing Project Asia Seminar
Study semesters	5 th semester
Module coordinator	Prof. Dr. Hanf
Lecturer	Prof. Dr. Hanf, Winter
Language	English
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business Wahlpflicht Studiengang Internationale Weinwirtschaft
Form of teaching / semester hours per week	Marketing Project Asia, 2 SWS lecture Marketing Project Asia Seminar; 2 SWS seminar lessons, class size 35
Student Workload	Total study hours: 180 Course attendance: 60 hours; self-study: 120 hours
ECTS Credits	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, <ul style="list-style-type: none"> - 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, South Korea, Taiwan and other Asian countries; <ul style="list-style-type: none"> - deepen and apply marketing concepts and tools, - 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 - company profiles of major companies.
Course assignment / Examination / type of Examination	Module Examination: Written exam or oral exam or paper. The type of examination will be announced at the beginning of the semester. Course Work Assignment: Presentation
Conditions for the achievement of ECTS Credits	Satisfactory exam results Regular and active participation; compulsory attendance

Calculation of the module grade	E = 67% / CWA = 33% The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	PowerPoint presentations, blackboard
Literature	Meiningers Wine business International, Euromonitor, FIVS Abridge

Module name	Marketing Project Central and Eastern Europe
Lectures	Marketing Project Central and Eastern Europe Marketing Project Central and Eastern Europe Seminar
Study semesters	6 th semester
Module coordinator	Dr. Ghvanidze
Lecturer	Dr. Ghvanidze
Language	English
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Wahlpflichtmodul Studiengang Internationale Weinwirtschaft Semi-compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Marketing project Central Europe and Eastern Europe; lectures, 2 semester week hours Marketing project Central Europe and Eastern Europe Seminar: seminar lessons, 2 semester week hours; class size: 25
Student Workload	Total study hours: 180 Course attendance: 60 hours; self-study: 120 hours
ECTS Credits	6
Prerequisites according to assessment regulations	None
Recommended prerequisites	Marketing Basics, Business Management; Wine and Beverage Marketing, Economics, World Wine Markets
Module aims / expected learning results	The students <ul style="list-style-type: none"> - deepen knowledge in marketing concepts and strategies - are introduced into transformation economics - 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	Transformation Process and Economics Internationalization Aimed at the countries: Hungary, Slovenia, Romania, Bulgaria, Croatia, Moldova, Ukraine, Kosovo, Macedonia, Georgia, Armenia, Russia 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 profilesAsia

Course assignment / Examination / type of Examination	1 course assignment: preparation (CWA) 1 examination performance (group project with presentation)
Conditions for the achievement of ECTS Credits	At least satisfactory exam results Regular and active participation; At least satisfactory results in E and CWA. Regular and active participation; compulsory attendance (CA min. 80%)
Calculation of the module grade	E = 67% / CWA = 33% The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	PowerPoint presentations, blackboard, tastings, variety of other modern media like videos.
Literature	Burmam, C., H. Meffert und M. Kirchgeorg (2012): Marketing, Gabler Cook, T. A., R. Alston und K. Raia (2012): Mastering Import & Export Management, Amacom. Albaum, G. (2016): International Marketing and Export Management, Prentice-Hall. Paul, J. und R. Aserkar (2016): Export Import Management, Oxford Ringle, G. (1986): Exportmarketing, Gabler Heveroeh, P. (2007): Konsumenten-Ethnozentrismus, VDM Johnson, H. und J. Robinson (2019): World Atlas of Wine, Mitchell Beazley. sowie die jeweiligen Lander betreffenden Quellen: Parker, P. M. (2007): The 2007 (teilweise 2009) Import and Export Market for Wine Made from Fresh Grapes or Grape Must in COUNTRY, Icon. Anderson, K., and Wittwer, G. (2017). The UK and global wine markets by 2025, and implications of Brexit. Journal of Wine Economics, 12(3), 221–251. Anderson, K., and Wittwer, G. (2018). Projecting global wine markets to 2025. In K. Anderson, K. and Pinilla V. (eds.), Wine Globalization, A New Comparative History, 493–516. Cambridge: Cambridge University Press. Anderson, K. (2020): The international economics of wine Alonso Ugaglia, A., Cardebat J. M., Corsi, A. (2019): The Palgrave Handbook of Wine Industry Economics Pinilla V., Anderson, K., Nelgen, S. (2017): Global wine markets, 1860 to 2016: a statistical compendium Drinks Business Meiningers Wine Business International

Module name	Marketing Project Italy
Lectures	Marketing Project Italy Marketing Project Italy Seminar
Study semesters	6 th semester
Module coordinator	Dr. Pilz
Lecturer	Dr. Pilz
Language	Englisch
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Marketing Project Italy: lecture; 2 semester week hours Marketing Project Italy Seminar: seminar lessons; 2 semester week hours; class size 35
Student Workload	Total study hours: 180 Course attendance: 60 hours; self-study: 120 hours
ECTS Credits	6
Prerequisites according to assessment regulations	None
Recommended prerequisites	None
Module aims / expected learning results	Students: <ul style="list-style-type: none"> - know the country-specific connections between society, history, legal system, especially wine law, production and sales structures, - can describe and evaluate the wines of the different regions, - are familiar with wine legislation and its effects on product profiles.
Content	<ul style="list-style-type: none"> - Social and economic structures of Italy - Development and importance of the beverage industry and market in Italy - Wine and Business Law, - the structure and development of the wine markets according to consumption, sales channels and foreigntrade - 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 produc
Course assignment / Examination / type of Examination	Module Examination: Written examination Course Work Assignment: written paper and/or presentation Regular and active participation; compulsory attendance
Conditions for the achievement of ECTS Credits	Satisfactory exam results, regular and active participation (80%)
Calculation of the module grade	67% written examination + 33% (CWA) The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	PowerPoint, Handouts, Black and White Board

Literature	Parker, P. M. (2007): The 2007 (teilweise 2009) Import and Export Market for Wine Made from Fresh Grapes or Grape Must in COUNTRY, Icon. Meiningers Wine Business International Weinwirtschaft
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Module name	Marketing Project "New World"
Lectures	Marketing Project "New World" Marketing Project "New World" Seminar
Study semesters	5 th semester
Module coordinator	Dipl. Kff. Kottmann, Prof. Dr. Hanf
Lecturer	Dipl. Kff. Kottmann, Prof. Dr. Hanf
Language	English
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business Wahlpflichtmodul Studiengang Internationale Weinwirtschaft
Form of teaching / semester hours per week	Marketing Project "New World": 2 SWS lecture; Marketing Project "New World" Seminar: 2 SWS seminar lessons; Class size: 35
Student Workload	Total study hours: 180 Course attendance: 60 hours; self-study: 120 hours
ECTS Credits	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 <ul style="list-style-type: none"> - 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 familiar with the wine legislation and its effects on the product profiles.
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): <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 regions by producer structure, - Structure of the vineyard, special wine law and product profiles - Institutions of the wine industry
Course assignment / Examination / type of Examination	Course Assignment: Written exam or oral exam or paper. The type of examination will be announced at the beginning of the semester. Course Work Assignment: presentation
Conditions for the achievement of ECTS Credits	Satisfactory exam results Regular and active participation

Calculation of the module grade	67% course examination, 33% Course work assignment during semester The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Powerpoint presentations, blackboard
Literature	Meiningers Wine business International, Euromonitor, FIVS Abridge

Module name	Project Strategic Planning
Lectures	Project Strategic Planning Project Strategic Planning Seminar
Study semesters	5 th semester
Module coordinator	Dr. Ghvanidze
Lecturer	Dr. Ghvanidze
Language	English
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Project Strategic Planning: lecture; 2 semester week hours; Project Strategic Planning Seminar: seminar lessons, 2 semester week hours Class size 35
Student Workload	Total study hours: 180 Course attendance: 60 hours; self-study: 120 hours
ECTS Credits	6
Prerequisites according to assessment regulations	None
Recommended prerequisites	Modules Business Management, Marketing Basics, Business Management
Module aims / expected learning results	Students: <ul style="list-style-type: none"> - know the project structure within corporate development projects. - have an overview of the relationships between strategic planning tasks. - can identify strategic business concepts. - can develop and communicate strategy concepts within the team.
Content	<ul style="list-style-type: none"> - 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 - discussing case studies from the area Strategic Marketing and Management - project-oriented implementation of strategy concepts
Course assignment / Examination / type of Examination	Module Examination (E): Preparation and Report / Presentation (RP) Presence requirement: 80%
Conditions for the achievement of ECTS Credits	Satisfactory exam results and course assignment.
Calculation of the module grade	Module examination is 100% of the module grade. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	PowerPoint presentations, blackboard, discussion, Hand-outs
Literature	Harvard Business Publishing, Education: Case Studies from the area Strategic Marketing and Management. Meiningers' Wine Business International

Module name	Business Planning and Simulation
Lectures	Business Planning and Simulation
Study semesters	5 th semester
Module coordinator	Prof. Dr. Kurth
Lecturer	Prof. Dr. Kurth
Language	English
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Semi-compulsory module in degree program International Wine Business
Form of teaching / semester hours per week	Seminar lessons; 4 semester week hours
Student Workload	Total study hours: 180 Course attendance: 60 hours; self-study: 120 hours
ECTS Credits	6
Prerequisites according to assessment regulations	None
Recommended prerequisites	Business Operations; Management Accounting; Investment, Financing & Taxation
Module aims / expected learning results	Students <ul style="list-style-type: none"> - have gained experience in project management and the coordination of team work - can explain the steps of business planning - know the steps of a market and competitor analysis and are able to apply the analysis - know how to develop a marketing plan and are able to develop a consistent marketing plan - can explain the operating activities in the wine business and develop the operational plan for a case study - deepen and apply the procedures for investment and financial planning - develop a business plan for a case study
Content	<ul style="list-style-type: none"> - Project management - Work on case studies in the wine industry - Preparation of a business plan - Development of a competitive business idea - Conducting a market and competitor analysis - Development of a marketing plan - Operational planning of a business - Preparation of a long-term financial plan - Determination of investment needs - Development and evaluation of financing models - Development and evaluation of the business risk - Assessment of the sustainable business model
Course assignment / Examination / type of Examination	Module Examination: presentation and seminar paper Compulsory attendance (80%)
Conditions for the achievement of ECTS Credits	Satisfactory exam results Attendance (min. 80%)

Calculation of the module grade	50% presentation 50% seminar paper The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Stud.IP, presentations, handouts, specific literature
Literature	General literature: Brealey, Richard A., Myers, Steward C. und Allen, Franklin (2020): Principles of Corporate Finance, 13. international edition, Mc Graw Hill. Horngren, Charles T. (2014), Introduction to Management Accounting, 16. global edition, Pearson Madura, Jeff (2010), Introduction to Business, 5th edition, Pradigm Wheelen, Thomas L. (2015), Strategic Management and Business Policy, 14. global edition, Pearson

Module name	Project Sparkling Wine Production
Lectures	Special Technology of Sparkling Wine Practical Strategies for Sparkling Wine Production
Study semesters	5 th and 6 th semester
Module coordinator	Dr. Schmitt
Lecturer	Dr. Schmitt, Dr. Ghvanidze
Language	English
Frequency	Start every winter semester
Duration	2 semester
Classification by Curriculum	Semi-compulsory module in degree programm International Wine Business Wahlpflichtmodul Studiengang Internationale Weinwirtschaft
Form of teaching / semester hours per week	Lecture 2 SWS, Project Work 2 SWS
Student Workload	Total study hours: 120 Course attendance: 60 hours; self-study: 60 hours
ECTS Credits	4
Prerequisites according to assessment regulations	None
Recommended prerequisites	Grundlagen der Oenologie (IWW) / Enology Basics (IWB)
Module aims / expected learning results	Students: <ul style="list-style-type: none"> - get an insight in the practical sparkling wine production - they know the critical steps during the production of wines suitable for later sparkling wine production, - learn how to select and evaluate base wines suitable for sparkling wine production according to different quality parameters - they learn the targeted production of wine according to that requirements - Produce tirage liqueur and dosage d'expedition and add it - They know about the targeted production of different sparkling wine styles according to different production methods. - Besides the enological/technical content students: <ul style="list-style-type: none"> - gain in-depth knowledge of the global trade balance of sparkling wine - gain a deep understanding of the sparkling wine countries that are important in terms of production and consumption - gain in-depth understanding of the pricing and marketing strategies of national and international sparkling wines on the German market - gain knowledge of the important aspects of base wine procurement for sparkling wine
Content	<ul style="list-style-type: none"> - Quality parameters of wines suitable for sparkling wine production, Fermentation under pressure in closed containers - pure yeast - CO2 Dosage - Interventions which influence the style and quality of sparkling wines - Presentation of the export, import, production and distribution structure, and the trends in relation to the production and consumer behavior of the important sparkling wine producing and consuming countries, - Analysis of the pricing and marketing strategy of sparkling wines on the German market

Course assignment / Examination/ type of Examination	Module Examination: PL: Lecture: oral examination SL: Project sparkling wine: attendance mandatory during practical work (75%)
Conditions for the achievement of ECTS Credits	Successful exam scores and attendance of practical work
Calculation of the module grade	Module grade: 100% oral examination The applicable grading system and the calculation of the overall grade is described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	PowerPoint, Blackboard, Handouts
Literature	Riberau-Gayon et al. Handbook of enology Handbook of Enology Volume 1 The Microbiology of Wine and Vinifications 2nd Edition Handbook, Reynolds Wine Science, 3rd ed.

Module Description

3. Academic Year

Optional modules

Modulename	Entrepreneurship
Lectures	Entrepreneurship
Study semesters	5 th semester
Module coordinator	Prof. Dr. Kurth
Lecturer	N.N.
Language	English
Frequency	Winter semester
Duration	1 semester
Classification by Curriculum	Wahlmodul Studiengang Internationale Weinwirtschaft Optional module in degree program International Wine Business Wahlmodul Studiengang Getränketechnologie Wahlmodul Studiengang Weinbau und Oenologie
Form of teaching / semester hours per week	Entrepreneurship: seminar lessons; 2 semester-week hours
Student Workload	Total study hours: 60 Course attendance: 30 hours; self-study: 30 hours
ECTS Credits	2
Prerequisites according to assessment regulations	None
Recommended prerequisites	Business Operations; Marketing Basics; Management Accounting; Investment, Financing and Taxation
Module aims / expected learning results	Students <ul style="list-style-type: none"> - know the prerequisites of being an entrepreneur - know how to develop a business - are able to assess business ideas - know the steps of business planning
Content	Prerequisites of an entrepreneur How to develop a business Introduction to business planning
Course assignment / Examination / type of Examination	Module Examination: presentation Compulsory attendance (80%)
Conditions for the achievement of ECTS Credits	Satisfactory exam results Attendance (min. 80%)
Calculation of the module grade	Module examination is 100% of the module grade. The applicable grading system and the calculation of the overall grade is described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Stud.IP, presentations, handouts, specific literature
Literature	General literature: Madura, Jeff (2010), Introduction to Business, 5th edition, Pradigm Wheelen, Thomas L. (2015), Strategic Management and Business Policy, 14. global edition, Pearson

Module Name	Marketing Project D-A-CH
Lectures	Marketing Project D-A-CH Marketing Project D-A-CH Seminar
Study semesters	6 th semester
Module coordinator	Dipl. Kff. Kottmann
Lecturer	Dipl. Kff. Kottmann
Language	English
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Optional module in degree program International Wine Business Wahlmodul Studiengang Internationale Weinwirtschaft
Form of teaching / semester hours per week	Marketing project D-A-CH: lectures; 2 semester-week hours Marketing Project D-A-CH Seminar: seminar lessons; 2 semester-week hours; class size 35
Student Workload	Total study hours: 120 Course attendance: 60 hours; self-study: 60 hours
ECTS Credits	4
Prerequisites according to assessment regulations	None
Recommended prerequisites	Modules Marketing Basics, Business Management, World Wine Markets, Wine and Beverage Marketing, Consumer Markets in Northern and Western Europe
Module aims / expected learning results	Students: <ul style="list-style-type: none"> - Know about the wine markets Germany, Austria, and Switzerland with regard to their development, structures, and international significance - Acquire deep knowledge about the sales structures - Recognize the major wine-growing regions and can analyze, characterize and compare them by their distinctive features, incl. typical wine styles - Know about domestic consumption - Can organize, analyze, process, implement, and present marketing tasks in a group team in line with market requirements.
Content	Germany, Austria, and Switzerland: Analysis of <ul style="list-style-type: none"> - Economies, developments, and structures of wine production, wine markets, and sales. - Position in the international, domestic, and specifically German wine market. - Country- and region-specific: Legal and own regulations, institutions, and marketing organizations. Relevant wine profiles: Geographic-climatic as well as oenological influencing factors, assessment, classification in the international context. Guidance on applied marketing projects with supervision.
Course assignment / Examination / type of Examination	2 course work assignments (CWAs: group project with presentation, written elaboration of seminar contents)
Conditions for the achievement of ECTS Credits	At least satisfactory results in both CWAs. Regular and active participation; compulsory attendance (CA min. 80%)

Calculation of the module grade	67% written elaboration of seminar contents; 33% Group Project and active participation The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	PowerPoint, digital board, tastings, variety of other modern media like videos and Stud.IP
Literature	Kotler, P./Dingena, M./Pfoertsch, W.: Transformational Sales: Making a Difference with Strategic Customers (2015) Kotler, P. et. al.: Marketing Management Drinks Business Meininger's Wine Business International Various databases like Euromonitor

Module name	Short Excursions
Lectures	Short Excursions
Study semesters	5 th and 6 th semester
Module coordinator	Dr. Ghvanidze
Lecturer	Dr. Ghvanidze and Teaching Staff
Language	English
Frequency	Each semester
Duration	Irregular
Classification by Curriculum	Optional module in degree program International Wine Business
Form of teaching / semester hours per week	Short excursions: at least 5-day excursions with 2 company visits each Class size 35
Student Workload	Total study hours: 90 Course attendance:90 hours
ECTS Credits	3
Prerequisites according to assessment regulations	None
Recommended prerequisites	None
Module aims / expected learning results	The students: <ul style="list-style-type: none"> - 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: <ul style="list-style-type: none"> - 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 Examination	Module examination: Successful participation and excursion report
Conditions for the achievement of ECTS Credits	Satisfactory exam results
Calculation of the module grade	Module examination is 100% of the module grade. The applicable grading system and the calculation of the overall grade are described in section 3.6 ABPO in conjunction with section 3.6 BBPO.
Media	Guided tours and presentations in companies, store checks
Literature	

Module name	Wine Tourism Basics
Lectures	Wine Tourism Basics Wine Tourism project
Study semesters	6 th semester
Module coordinator	Dipl. Kff. Kottmann
Lecturer	Dipl. Kff. Kottmann
Language	Module language to be determined at the beginning of the semester German or English
Frequency	Summer semester
Duration	1 semester
Classification by Curriculum	Wahlmodul Studiengang Internationale Weinwirtschaft Optional Module in degree program International Wine Business Wahlmodul Studiengang Getränketechnologie Wahlmodul Studiengang Weinbau und Oenologie
Form of teaching / semester hours per week	Wine Tourism Basics: lecture, 2 semester week hours Wine Tourism Project: seminar, 2 semester week hours, class size: max. 20
Student Workload	Total study hours: 180 Course attendance: 60 hours; self-study: 120 hours
ECTS Credits	6
Prerequisites according to assessment regulations	none
Recommended prerequisites	Modules Marketing Basics (Grundlagen Marketing), Business Management (Unternehmensführung)
Module aims / expected learning results	<p><u>Wine Tourism Basics: Lecture:</u> Students</p> <ul style="list-style-type: none"> - know the German and international wine tourism structures, the target groups - know basic strategic terms and concepts - know the basics of tourism economics - are able to develop wine tourism ideas and events - know the possibilities of using wine tourism as a direct sales instrument - are able to recognize wine tourism problem areas and are able to investigate them using empirical research methods. <p><u>Wine Tourism Project</u> The students</p> <ul style="list-style-type: none"> - develop their own wine tourism project ideas and implement them into practice - are able to structure, plan, practically implement, control and monitor a wine tourism project - are able to define the individual project steps, to estimate the time frames for the individual project stages, to set milestones and responsibilities - are competent in planning and allocating project-related human and financial resources - strengthen the following competencies: <ul style="list-style-type: none"> o Technical and methodological competencies o Personal competencies o Activity and action competencies o Social-communicative competences

Content	<p>Wine Tourism Basics Lecture:</p> <ul style="list-style-type: none"> - Basics of wine tourism - Marketing models in wine tourism - Destination management - Wine tourism marketing - Wine experiences - Wine tourism as a direct marketing tool - Winegrowers' cooperatives and wine tourism - Event planning and structuring <p>Wine tourism Project:</p> <ul style="list-style-type: none"> - Event organization - Event Budgeting - Processes and resource management - Practical implementation of project ideas
Course assignment / Examination / type of Examination	<p>Examination language selectable: English or German Module examination: Written examination (E) Course achievement in wine tourism practical course: Written paper (CA) or oral presentation (P) Compulsory attendance</p>
Conditions for the achievement of ECTS Credits	<p>Successful completion of the course and examination requirements Regular and active participation</p>
Media	<p>Lectures, self-studies, discussions, PowerPoint, Excel</p>
Literature	<p>Rüdiger, J., Hanf, J. H., Schweickert, E. (2015): Die Erwartungshaltung von Weintouristen in Deutschland. In: Berichte über die Landwirtschaft, Band 93, Ausgabe 2, Bundesministerium für Ernährung und Landwirtschaft.</p> <p>Dreyer, A., Ratz, J., Berauer, J. (2015): Weintourismus – Marketing für Weinregionen und Winzer, ITD-Verlag, Elmsholm, 2015.</p> <p>Hall, C. M., Sharples, L., Cambourne, B., Macionis, N., Mitchell, R., Macionis, G. (2000): Wine Tourism Around the World – Development, management and markets, Butterworth-Heinemann, Oxford.</p> <p>Bieger, T. (2010): Tourismuslehre - Ein Grundriss, Haupt Verlag, Bern, 2010.</p> <p>Letzner, V. (2010): Tourismusökonomie: Volkswirtschaftliche Aspekte Rund Ums Reisen, De Gruyter Oldenbourg.Meininger's Weinwelt</p>