

Undergraduate programme International Wine Business (B.Sc.)

PO 2013



Semester 1 and 2

SuSe = summer semester

Examination regulations 2013

WiSe = winter semester

updated: March 20, 2023

CM = Compulsory module

SCM = Semi-compulsory module

OM = Optional module

E = written exam (Klausur)

L = Lecture

I = compulsory Internship

CA = Course assignment (Studienleistung SL)

S = Seminar

PE = Practical exercises

A = written exercise

										Semester hours per week					
Modules			Module name	Courses	Coordination	Course type	Exam type	Sem. hours per week	Credits	Semester					
CM	SCM	OM	Course No.	Module No.						1.	2.	3.	4.	5.	6.
x			Chemistry and Wine Chemistry	1620	Tarasov			6	6						
			1622 - exam in WiSe for Exchange Students only		Tarasov	L		4		4					
					Tarasov	L	E	2			2				
										exam in SuSe					
x			Business Operations	1130	Kurth			4	4						
			1132		Kurth	L	E	4			4				
										exam in SuSe					
x			Marketing Basics	1150	Ghvanidze			4	4						
			1152		Ghvanidze/Kottmann	L	E	4			4				
										exam in WiSe					
x			Information Technology	1110	Ghvanidze			5	6						
			1112		Kramer	L	E	2			2				
			1111		Kramer	PE	CA	1			1				
					Frank Schulz (DWI)	L	CA	2			2				
										exam in WiSe					
x			Food and Wine Law	1210	Diemer			4	4						
			1212		Diemer	L		2			2				
					Diemer	L	E	2			2				
										exam in SuSe					
x			Mathematics and Statistics (switched to WiSe)	1120	Kahlen			6	6						
			1122		Kahlen	L		3			3				
			1121		Kahlen	L	E	2			2				
					Kahlen	PE	CA	1			1				
										exam in WiSe					
x			Law	1220	Diemer			6	6						
			1222		Diemer	L		2			2				
					Diemer	L	E	4			4				
										exam in WiSe					
x			Sensory Evaluation	1160	Jung			3	4						
			1162		Jung/Schüssler	L	E	1			0,5	0,5			
			1161		Jung/Schüssler	S	CA	2			1	1			
										exam in WiSe					

Undergraduate programme International Wine Business (B.Sc.)

Semester 1 and 2

CM = Compulsory module
 SCM = Semi-compulsory module
 OM = Optional module

SuSe = summer semester

WiSe = winter semester

E = written exam (Klausur)

CA = Course assignment (Studienleistung SL)

A = written exercise

PO 2013

Examination regulations 2013

updated: March 20, 2023

L = Lecture

S = Seminar

I = compulsory Internship

PE = Practical exercises



Modules			Module name	Courses	Coordination	Course type	Exam type	Sem. hours per week	Credits	Semester hours per week						
CM	SCM	OM	Course No.	Module No.						Semester						
										1.	2.	3.	4.	5.	6.	
x			Economics 1142	1140	Hanf	Hanf	L	E	4	4	exam in SuSe					
											4					
x			World Wine Markets 1172	1170	Ghvanidze	Ghvanidze	L	E	4	4	exam in WiSe					
												4				
	x		English Presentations and Writing 1242 - exam in WiSe for Exchange Students only 1241	1240	Gledhill-Schmitt	Lückoff	PE	E+A	4	6	exam in SuSe					
									2			2				
		x	German Language Course 1252 1251	1250	Gledhill-Schmitt	Meisl-Faust	PE	E	4	6	prep. + sem. paper in SuSe					
									2			2				
	x		International Wine Profiles 1652 1651	1650	Szolnoki	Szolnoki	L	E	4	6	exam in SS					
									2			2				
		x	Introduction to Viticulture and Enology 1682- exam in WiSe for Exchange Students only	1680	Pasch	Scheidweiler/Nader/Pasch	L	E	2	2	exam in SuSe					
									1			1				
		x	Addiction Prevention 1662	1660	Strobl	Strobl	L	E	2	2	exam in SuSe					
									2			2				
		x	Economic, Agricultural and Consumer politics 1672	1670	Schweickert	Schweickert	L	E	4	4	exam in SuSe					
									4			4				

Undergraduate programme International Wine Business (B.Sc.)

Semester 3 and 4

SCM = Semi-compulsory module
OM = Optional module

PO 2013

Examination regulations 2013

E - Written Exam (Klausur) L = Lecture
CA = Course Assignment (Studienleist S = Seminar
A = written exercise



I = Internship
PE = Practical exercises

Modules			Module name	Module-no.	Courses	Coordination	Course type	Exam type	Sem. hours per week	Credits	Semester hours per week									
CM	SCM	OM									Course no.	Semester	1.	2.	3.	4.	5.	6.		
x			Management Accounting	2210		Kurth			4	5										
			2212		General Management Accounting	Kurth	L		2											
					Special Management Accounting	Kurth	S	E	2											
x			Microbiology	2130		Wendland			4	4										
			2132		Microbiology	Wendland	L	E	4											
x			Marketing Project: France	2220		Kottmann			4	6										
			2222		Marketing Project France	Kottmann	S	E	4											
x			Marketing Project: Consumer Markets in Western and Northern Europe	2230		Hanf			4	6										
			2232		Project Consumer Markets in Western and Northern Europe	Hanf / Kottmann	S	E	4											
x			Enology	2160		Christmann			6	6										
			2162 - exam in WiSe for Exchange Students only		Technology of Wine	Christmann	L		5											
					Technology of Sparkling Wine	Schmitt	L	E	1											
x			Business Management	2250		Hanf			4	4										
			2252		Business Management	Hanf	L		2											
					Personnel Management	Ortner	L	E	2											
x			Wine and Beverage Marketing	2240		Ortner			6	6										
			2242		Special Wine and Beverage Marketing	Ortner	L		2											
					Retail Marketing	Ortner	L		2											
					Consumer and Market Research	Szolnoki	L	E	2											
x			Viticulture	2450		Stoll			7	6										
			2452 - exam in WiSe for Exchange Students only		General Viticulture	Stoll	L		4											
			2451		Organic Viticulture	Döring	L	E	1											
					Ampelography	Schmid	PE	CA	2											
x			Evaluation of Wine	2170		Jung			3	4										
			2172		Evaluation of Wine	Jung/Schüssler	S	E	3											

		2			
		2			

exam in WiSe

			4		

exam in SuSe

		4			

preparation + seminar paper/presentation in WiSe

			4		

preparation + seminar paper/presentation in SuSe

		3	2		
		1			

exam in SuSe

		2			
		2			

exam in WiSe

		2			
		2			
		2			

exam in WiSe

		4			
			1		
			2		

exam in SuSe

		2	2		

exam in SuSe

Undergraduate programme International Wine Business (B.Sc.)

Semester 3 and 4

SCM = Semi-compulsory module
OM = Optional module

PO 2013

Examination regulations 2013

E - Written Exam (Klausur) L = Lecture
CA = Course Assignment (Studienleist S = Seminar
A = written exercise



I = Internship
PE = Practical exercises

Modules			Module name	Module-no.	Courses	Coordination	Course type	Exam type	Sem. hours per week	Credits	Semester hours per week					
CM	SCM	OM									Course no.	Semester				
									1.	2.	3.	4.	5.	6.		
	x		Advanced Business English 2062 - exam in WiSe for Exchange Students only 2061	2060	Advanced Business English Advanced Business English	Gledhill-Schmitt Lückoff Lückoff	S PE	E CA	4 2 2	6				2		
	x		Business and Technical German 2052 2051	2050	Business and Technical German Business and Technical German	Gledhill-Schmitt Meisl-Faust Meisl-Faust	S PE	E CA	6 3 3	6			3			
	x		Business and Technical French 2642 2641	2640	Business and Technical French Business and Technical French	Gledhill-Schmitt Aboub Aboub	S PE	E CA	6 3 3	6			3			
	x		Business and Technical Italian 2032 2031	2030	Business and Technical Italian Business and Technical Italian	Gledhill-Schmitt Ceroni Ceroni	S PE	E CA	6 3 3	6			3			
	x		Business and Technical Spanish 2042 2041	2040	Business and Technical Spanish Business and Technical Spanish	Gledhill-Schmitt Marin Marin	S PE	E CA	6 3 3	6			3			
	x		Investment and Financing Planning 2652	2650	Investment and Financing Planning Corporate Taxation Entrepreneurship	Kurth Kurth Kurth Kurth	L L L		6 3 2 1	6			3		2	1
	x		Marketing Project: Southern Europe 2682 2681	2680	Marketing Project: Southern Europe Marketing Project: Southern Europe	Ortner Ortner Ortner	S S	E CA	4 2 2	6			2		2	
		x	E-Commerce 2672	2670	B2C, ERP and CRM Systems	Mehler-Bicher Mehler-Bicher	L	E	2 2	2			2			
		x	Extended Excursion 2822	2820	Extended Excursions	Ghvanidze Ghvanidze	S	CA	2 2	2			2			
		x	Project Market Research 2872	2870	Project Market Research	Ghvanidze Ghvanidze	S	CA	3 3	4			3			

			2		
		2			

exam in SuSe

		3			
			3		

exam in WiSe

		3			
			3		

exam in WiSe

		3			
			3		

exam in WiSe

		3			
			3		

exam in WiSe

			3		
			2		
			1		

exam in SuSe

			2		
			2		

exam in SuSe

		2			

exam in WiSe

			2		

preparation in SuSe

			3		

preparation in SuSe

Undergraduate programme International Wine Business (B.Sc.)

PO 2013

Examination regulations 2013



Semester 5 and 6

CM = Compulsory module
SCM = Semi-compulsory module
OM = Optional modu

E - Written Exam (Klausur) L = Lecture
CA = Course Assignment (Studienleistung) S = Seminar
A = Written Exercise M = Oral Exam

I = compulsory Internship
PE = Practical exercises

Modules			Module name	Courses	Coordination	Course type	Examination type	Sem. hours per week	Credits	Semester hours per week						
										CM	SCM	OM	1.	2.	3.	4.
	x		Project: "New World Marketing"	3630	Kottmann			4	6							
			3632	Project: "New World" Marketing	Kottmann	S	E	2						2		
			3631	Project: "New World" Marketing	Scharrer/Ribeiro-Richter	S	CA	2					2			
											seminar paper/presentation in WiSe					
		x	Project: Strategic Planning	3670	Ghvanidze			4	6							
			3672	Project: Strategic Planning	Ghvanidze	S	E	4					4			
											preparation+sem.paper/present. in WiSe					
		x	Business Simulation	3680	Kurth			2	3							
			3682	Business Simulation	Kurth	S	E	2					2			
											preparation in WiSe					
		x	Project: Sparkling Wine Production	3700	Schmitt/Ghvanidze			3	4							
			3702	Special Technology of Sparkling Wine	Schmitt/Ghvanidze	L	M	2						2		
			3701 (75% compulsory attendance)	Project: "Sparkling Wine Production"	Schmitt	S	CA	1					2			
											oral exam in SuSe					
			Business Plan	3150	Kurth			3	3							
			3152	Business Plan	Kurth/Ortner	S	E	3						3		
											preparation in SuSe					
			Short Excursions	3160	Ghvanidze			3	3							
			3162	Short Excursions	Ghvanidze	S	E	3						3		
											preparation in SuSe					
			Digitalisation in the Wine Industry	3690	Loose			3	4							
			3692	Digitalisation in the Wine Industry	Loose	S	E	3						3		
											preparation in SuSe/oral exam in SuSe					