

## INTERNATIONAL WINE BUSINESS

Open the door to a world of opportunities with our international wine business degree program

- ✓ Discover the perfect blend of expertise;
- ✓ Explore a holistic curriculum that combines marketing and business management with the art and science of viticulture, enology, sensory analysis and the rich diversity of international wines;
- ✓ Benefit from real-world application: Engaging projects offer hands-on knowledge transfer, ensuring you're well-prepared for the challenges of the wine industry!



### AN EDUCATION WITH VERY GOOD CAREER PROSPECTS

As a graduate of our program, you will access a world of professional opportunities as a specialist and manager in:

- International wine and beverage production companies, from fine wine producers to large corporations
- Wine and beverage trade and food retail
- Marketing and communication agencies
- Journalism and market research
- Supplier industry

Work areas include among others: marketing, sales, export, product management, wine purchasing and import, category and quality management, controlling and human resources.

## STUDY PROGRAM IN ENGLISH

Embark on a perfectly coordinated learning journey



### TAILORED LEARNING EXPERIENCE

- The modules are finely interlinked, building a strong foundation in the initial semesters.
- In-depth and specialization modules as well as application-related projects complement your career-oriented education.
- On top, you can choose from a wide range of freely selectable modules, allowing you to customize your learning journey and sharpen a personalized specialist profile.

### PRACTICE RIGHT FROM THE START

- ✓ You gain an insight into the industry through a pre-study internship that gives you a basic understanding of agricultural grape production and winemaking.
- ✓ Global Connections: Experience practical relevance throughout your course with projects, case studies, excursions, and guest lectures from industry professionals.
- ✓ Early industry contacts and free choice of work placements empower you to try various areas, and gain professional experience.

## HOCHSCHULE GEISENHEIM UNIVERSITY

Why choose us?

### CONNECTED IN THE WINE WORLD – A GREAT PLACE TO BE

- ✓ Nestled between vineyards, the Rhine River, and the vibrant Frankfurt metropolitan region, Hochschule Geisenheim University boasts a global reputation.
- ✓ Our close-knit partner network provides opportunities for study exchange programs and internships worldwide.

### EXCELLENCE – MODERATE COSTS:

- ✓ Enjoy a tradition of no tuition fees in Germany, combined with a comparably moderate cost of living, making Geisenheim an attractive destination for study.
- ✓ 150 years of excellence in research and education, one of the leading global universities in wine business and production.



Hochschule Geisenheim University is not just a place of learning, it is your gateway to a successful career in the international wine business.

Contact us and take the first step into a world of opportunities!

## INTERNATIONAL WINE BUSINESS ENGLISH LANGUAGE DEGREE PROGRAM

Facts, deadlines and general requirements.

<b>Academic degree</b>	Bachelor of Science (B.Sc.)
<b>Standard study period</b>	6 semesters
<b>Start of semester</b>	October 1; Winter semester only
<b>Start of lectures</b>	mid-October
<b>Admission requirements</b>	University entrance qualification relevant for this degree program
<b>Language requirements: English competence at minimum B2 level (CEFR); the following certificates are recognized:</b>	<ul style="list-style-type: none"> <li>• TOEFL (minimum 80 points; internet-based test)</li> <li>• IELTS (minimum 5.5)</li> <li>• Cambridge First Certificate – FCE – (minimum grade B)</li> </ul>
<b>Practical experience requirement</b>	<ul style="list-style-type: none"> <li>• 12-week pre-study internship; wine estate, winery</li> <li>• Professional training may be (partially) accepted</li> </ul>
<b>Degree program advice</b>	Prof. Dr. Jon Hanf
<b>Pre-study internship advice</b>	Manuela Ortner, M.A.
<b>General advice for incoming international students</b>	International Office HGU
<b>Application deadlines:</b>	<ul style="list-style-type: none"> <li>• with a foreign secondary school leaving certificate</li> <li>• with a German university admission certificate</li> </ul>
<b>Fees</b>	No tuition fees, only a moderate administration fee per semester including, e.g., free public transport

## CONTACT

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Stand 12|2023

## INTERNATIONAL WINE BUSINESS (B.SC.)

The whole wine world in an English-speaking degree program



**STUDY PROGRAMM**  
**INTERNATIONAL WINE BUSINESS B.Sc.**

CP: Credits  
Bachelor minimum 180 Credits

Applied Business and International Wine Marketing

Business Studies

Languages, general basics and key skills

Wine production

COMPULSORY MODULE

1. YEAR		2. YEAR		3. YEAR	
1. SEMESTER	2. SEMESTER	3. SEMESTER	4. SEMESTER	5. SEMESTER	6. SEMESTER
Marketing Basics (4 CP)	World Wine Markets (4 CP)	Investment, Financing and Taxation (4 CP)	Scientific Work and Key Qualifications (4 CP)	Work Placement* (12 CP)	Bachelor Thesis (12 CP)
Business Operations (4 CP)	Management Accounting (4 CP)	Wine and Beverage Marketing (4 CP)	Marketing Project Consumer Markets Western and Northern Europe (6 CP)		*Minimum 12-week Internship Germany or abroad during semester break and 2 weeks of 5th semester
Economics (4 CP)	Business Management (4 CP)	Marketing Project France (6 CP)		Digital Business Solutions (4 CP)	
Principles of Law and Business Law (4 CP)	Food and Wine Law (5 CP)				
Sensory Evaluation (4 CP)		Viticulture (6 CP)			
Mathematics and Statistics (6 CP)	Chemistry and Wine Chemistry (5 CP)	Evaluation of Wine (4 CP)			
Introduction to Viticulture and Enology (3 CP)		Enology Basics (3 CP)			
		Introduction to Microbiology (4 CP)			

SEMI-COMPULSORY MODULE

German Language Course I (6 CP)	German Language Course I (6 CP)	Sustainability II (4 CP)	Project Southern Europe (6 CP)	Business Planning and Simulation (6 CP)	Marketing Project Central and Eastern European Countries (6 CP)
Introduction to Sustainability (3 CP)	International Wine Profiles (6 CP)	Consumer and Market Research (6 CP)		Marketing Project Asia (6 CP)	
Project New Media (3 CP)	Addiction Prevention (2 CP)	French: Professional & Technical Communication (6 CP)		Project Strategic Planning (6 CP)	Marketing Project Italy (6 CP)
	English Business Communication (4 CP)	Italian: Professional & Technical Communication (6 CP)		Marketing Project „New World“ (6 CP)	
		Spanish: Professional & Technical Communication (6 CP)		Project Sparkling Wine Production (4 CP)	
		Advanced (C1) Professional English (6 CP)			
		German: Professional & Technical Communication (B1/B2) (6 CP)			

OPTIONAL MODULE

Economic, Agricultural, Consumer Politics (4 CP)	Internship*	Educational Excursion (2 CP)	Entrepreneurship (2 CP)	Marketing Project D-A-CH (4 CP)
*2 month Internship (4 CP) Semester break		Electronic-Commerce (2 CP)		Wine Tourism Basics (6 CP)
				Short Excursions (3 CP)