

Overview ECTS

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

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

The minimum number of **elective module** credits = **55 ECTS**
A maximum of **18** credits can be selected from **optional** modules

Semi-compulsory modules (SCM)	ECTS	Optional modules (OM)	ECTS
1st academic year		1st academic year	
1240 – English Presentations and Writings (SS, sem.begl.)	6	1660 – Addiction Prevention (SS)	2
1650 – International Wine Profiles (SS)	6	1670 – Economic, Agricultural and Consumer politics (SS)	4
1680 – Introduction to Viticulture and Oenology (SS)	2		
2nd academic year		2nd academic year	
1250 – German Language Course (advanced level) (SS)	6	2670 – E-Commerce (WS)	2
2060 – Advanced Business English (SS)	6	2820 – Extended Excursion (SS)	2
2640 – Business and Technical French (WS)	6	2870 – Project Market Research (SS, sem.begl.)	4
2030 – Business and Technical Italian (WS)	6		
2040 – Business and Technical Spanish (WS)	6		
2650 – Investment and Financing Planning (SS)	6		
2680 – Marketing Project: Southern Europe (SS, sem.begl.)	6		
3rd academic year		3rd academic year	
2050 – Business and Technical German (B1/B2) (WS.)	6	3150 – Business Plan (SS, sem.begl.)	3
3640 – Marketing Project: Central and Eastern Europe (SS, sem.begl.)	6	3160 – Short Excursions (SS, sem.begl.)	3
3650 – Marketing Project: Asia (WS, sem.begl.)	6	3690 – Digitalisation in the Wine Industry (SS)	3
3620 – Marketing Project: Italy, Switzerland, Austria (WS)	6		?
3630 – Project: "New World Marketing"(WS, sem.begl.)	6		
3670 – Project: Strategic Planning (WS, sem.begl.)	6		
3680 – Business Simulation (WS, sem.begl.)	3		
XXXX - Project Sparkling Wine Production	4		