Overview ECTS PO 2023
International Wine Business B.Sc. (exam. regulations 2023)

Compulsory modules (CM) 1st academic year		
Business Operations (Wi)	4 ECTS	
Economics (Wi)	4 ECTS	
Marketing Basics (Wi)	4 ECTS	
Mathematics and Statistics (Wi)	6 ECTS	
Principles of Law and Business Law (Wi)	4 ECTS	
Business Management (Su)	4 ECTS	
Chemistry and Wine Chemistry (Su)	5 ECTS	
Food and Wine Law (Su)	4 ECTS	
Management Accounting (Su)	4 ECTS	
Sensory Evaluation (Su)	3 ECTS	
Introduction to Viticulture and Enology (Su)	3 ECTS	
World Wine Markets (Su)	4 ECTS	
		1st academic year
		= 49 ECTS
Compulsory modules (CM) 2nd academic year		
Digital Business Solutions (Wi)	4 ECTS	
Marketing Project France (Wi)	6 ECTS	
Wine and Beverage Marketing (Wi)	4 ECTS	
Enology Basics (Su)	3 ECTS	
Evaluation of Wine (Su)	4 ECTS	
Investment, Financing and Taxation (Su)	4 ECTS	
Marketing Project Consumer Markets in Western and Northern Europe (Su) *sem.begl.	6 ECTS	
Introduction to Microbiology (Su)	4 ECTS	
Scientific Work and Key Qualifications (Su)	4 ECTS	
Viticulture (Su)	6 ECTS	
		2nd academic year
		= 45 ECTS
Compulsory modules (CM) 3rd academic year		
3111 – Work Placement	12 ECTS	
3130 – Colloquium Bachelor Thesis	3 ECTS	
9050 – Bachelor Thesis	12 ECTS	**3rd academic year**
		= 27 ECTS

*sem.begl.=modules assessed during the semester/semesterbegleitende Module

Number of credits of compulsory modules: **121 ECTS**
Number of credits of electives modules: **59 ECTS**
= 180 ECTS

The minimum number of **elective module** credits 59 **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**	
Addiction Prevention (Su)	2	Economic Agricultural and Consumer Politics (Su)	4
English Business Communications (Su) *sem.begl.	4	Internship	4
German Language Course I (Wi)	6		
German Language Course II (Su)	6		
International Wine Profiles (Su)	6		
Introduction to Sustainability (Wi)	3		
Project New Media (Wi) *sem.begl.	3		
2nd academic year		**2nd academic year**	
Advanced (C1) Professional English (Su)	6	Electronic Commerce (Wi)	2
German: Professional & Technical Communication (B1/B2) (Su) *sem.begl.	6	Educational Excursion (Su)	2
French: Professional & Technical Communication (Su) *sem.begl.	6		
Italian: Professional & Technical Communication (Su) *sem.begl.	6		
Spanish: Professional & Technical Communication (Su) *sem.begl.	6		
Marketing Project Southern Europe (Su)	6		
Consumer and Market Research (Su)	6		
Sustainability II (Wi)	4		
Semi-Compulsory modules (SCM)	**ECTS**	**Optional modules (OM)**	**ECTS**
3rd academic year		**3rd academic year**	
Digitalisation in the Wine Industry (Su) *sem.begl.	4	Entrepreneurship (Wi) *sem.begl.	2
Marketing Project Asia (Wi)	6	Marketing Project D-A-C-H (Su) *sem.begl.	4
Marketing Project Central and Eastern Europe (Su) * sem.begl.	6	Short Excursions (Su) *sem.begl.	3
Marketing Project Italy (Su)	6		
Marketing Project New World (Wi)	6		
Project Strategic Planning (Wi) *sem.begl.	6		
Business Planning and Simulation (Wi) *sem.begl.	6		
Project Sparkling Wine Production (Su) *sem.begl.	6		

*Sem.begl.=modules assessed during the semester/semestergleitende Module