#### **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

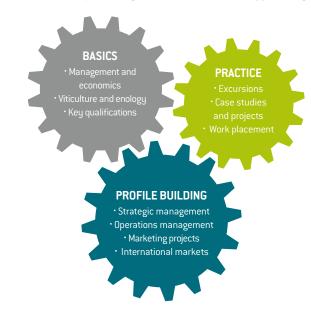
As a graduate of our program, you will access a world of professional opportunities as a specialist and manager in:

- 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 prestudy 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.

Bachelor of Science (B.Sc.)

Academic degree	Dachelor of Science (D.Sc.)
Standard study period	6 semesters
Start of semester	October 1; Winter semester only
Start of lectures	mid-October
Admission requirements	University entrance qualification relevant for this degree program
Language requirements: English competence at minimum B2 level (CEFR); the following certificates are recognized:	<ul> <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>
Practical experience requirement	<ul> <li>12-week pre-study internship wine estate, winery</li> <li>Professional training may be (partially) accepted</li> </ul>
Degree program advice	Prof. Dr. Jon Hanf
Pre-study internship advice	Manuela Ortner, M.A.
General advice for incoming international students	International Office HGU
Application deadlines:  • with a foreign secondary school leaving certificate  • with a German university admission certificate	<ul><li>September 1, via uni-assist</li><li>May until start of lectures</li></ul>
Fees	No tuition fees, only a moderate administration fee per semester including, e.g., free public transport

### CONTACT

DEGREE PROGRAM ADVICE

Prof. Dr. Jon Hanf

Head of degree program Phone +49 6722 502 393 Jon.Hanf@hs-gm.de



PRE-STUDY INTERNSHIP ADVICE

Manuela Ortner, M.A.

Phone +49 6722 502 497 Manuela.Ortner@hs-gm.de



INTERNATIONAL OFFICE

ADVICE INTERNATIONAL INCOMINGS AND PRE-STUDY SERVICE

Phone +49 6722 786 international@hs-gm.de



Hochschule **GEISENHEIM** University Von-Lade-Str. 1 D-65366 Geisenheim, Germany Phone +49 6722 502 0 www.hs-geisenheim.de





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The whole wine world in an English-speaking degree program



www.hs-geisenheim.de

Short Excursions (3 CP)