

INTERNATIONAL WINE BUSINESS (B.SC.)

A Successful Blend
of Wine Business and
Product Expertise



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WELCOME TO HOCHSCHULE GEISENHEIM UNIVERSITY

If you are interested in the marketing and business side of the wine industry, as well as the craft of winemaking, then Hochschule Geisenheim University's practice-oriented B.Sc. International Wine Business is the ideal degree program for you. We combine business studies with knowledge of viticulture and enology. Practice-related projects and case studies involving business specialists, and excursions prepare our students for rewarding careers in the wine business sector.

We strive to create the conditions you need to study successfully. The following pages contain information on admissions, the curriculum and program content. In short, everything you need to know in order to decide whether International Wine Business at Geisenheim is the degree program for you.

We look forward to welcoming you to our beautiful campus situated between the vineyards and the river Rhine, close to the Rhine-Main metropolitan region and Frankfurt International Airport. Please feel free to contact us if you have any questions regarding the degree program or would like to request a personal consultation.



YOUR DIRECT STUDY ADVICE CONTACT

Professor Dr. Jon Hanf
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STUDYING AT HOCHSCHULE GEISENHEIM UNIVERSITY

At Hochschule Geisenheim University, we are renowned for our degree programs and research projects related to nature and land use, food and drink production, and the economic issues and marketing practices connected to these fields. Together with students and companies, we work on questions that are relevant to the whole of society, trying to find solutions for issues such as climate change and limited resources. Economic challenges and corporate responsibility play an equally important role, with the business sector's demands always in focus.

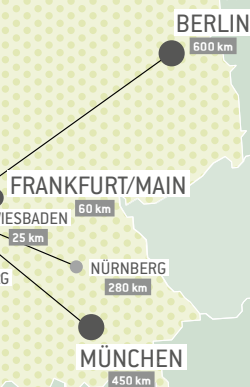


One of the reasons Hochschule Geisenheim University enjoys an excellent international reputation is that our educational programs, focusing on special crops in viticulture and horticulture, as well as beverage technology and the wine business, are practice-oriented. We offer degree programs along the entire supply chain: International Wine Business, Food Chain Management, and Food Safety. Another focus is Landscape Architecture, including Open Space Planning, Gardening and Landscaping, and Nature Conservation.



Competent and individual advice for our students is a top priority for lecturers of the Bachelor's degree programs. Our lectures focus on practice-oriented teaching: an ideal combination of theoretical and practical knowledge transfer. Through practice-related projects, case studies, internships and excursions, the B.Sc. International Wine Business degree program offers students the perfect springboard for their careers.

International students will be pleased to learn that universities in Germany do not generally charge tuition fees and the comparably moderate cost of living in the Rhine Valley area around Wiesbaden makes Geisenheim an attractive place to study.



Geisenheim has numerous international partnerships that give students the opportunity to experience the whole world of wine on an exchange program or during an internship abroad. We offer a unique study experience within the Frankfurt metropolitan region - Geisenheim lies in the heart of the Rheingau's beautiful vineyards, yet is just 40 km from Frankfurt International Airport, with the global wine business right on our doorstep. Whether you are planning a scientific career or would like to build a professional career in the wine industry after graduation, our program offers the ideal combination.



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PROFILE: DEADLINES, REQUIREMENTS AND CONTACTS AT A GLANCE

Academic degree	Bachelor of Science (B.Sc.)
Standard study period	6 semesters
Start of course	Winter semester
Admission requirement	University entrance qualification relevant for this degree program More information on page 10
Language requirements English competence at minimum B2 level (CEFR)	The following certificates are recognized: - TOEFL (minimum 80 points; internet-based test) - IELTS (minimum 5.5) - Cambridge First Certificate – FCE – (minimum grade B)
Practical experience requirement	26-week pre-study internship; with a minimum of 13 weeks before the start of lectures More information on page 11
Practical component of degree program	12 weeks of mandatory internship, case studies, seminars, practical exercises, field trips
Degree program study advice	Professor Dr. Jon Hanf Jon.Hanf@hs-gm.de Contact on page 3
Pre-study-internship advice	Manuela Ortner, M.A. Manuela.Ortner@hs-gm.de Contact on page 3 and 11
General advice for incoming international students	International Office International@hs-gm.de
Application deadline for applicants with a foreign secondary school-leaving certificate	August 15, via uni-assist
Application period for applicants with a German university admission certificate	From May until start of lectures

INTERNATIONAL WINE BUSINESS

– THE WHOLE WORLD OF WINE IN A SINGLE DEGREE PROGRAM

The International Wine Business study program at Hochschule Geisenheim University is a successful blend of specific product expertise and business economics. In practice-oriented modules with accompanying project work, students learn about the wine and beverage industry from all angles. Food and Wine Law, Viticulture and Enology, together with Management Accounting and Business Management are compulsory courses. Regular cooperations with experts from the business world offer students in-depth insights into the workplace and a basis for exciting discussions.

The first year creates the foundation for the remainder of the degree program, with modules such as Business Operations and Economics, Marketing Basics, Law, Sensory Evaluation and World Wine Markets. Second year compulsory modules include Wine & Beverage Marketing, Marketing Projects, Business Management, Management Accounting, Viticulture and Enology. The compulsory modules also include the Bachelor's thesis and an internship abroad or at an international company.

Students can additionally choose from a wide selection of more than 30 semi-compulsory and elective modules, which offers them freedom to tailor their professional profile to their own interests - for example:

- Modules such as Investment & Corporate Finance and Business Plans prepare students for a career in management and finance.
- Students who are interested in a career in marketing can choose modules in E-Commerce, Market Research, Digitization in the Wine Industry and Wine Tourism, with the latter two offered by Hochschule Geisenheim University in partnership with Burgundy School of Business.
- A focus on international markets is backed up by a wide range of country-related marketing projects as well as business and technical language courses.

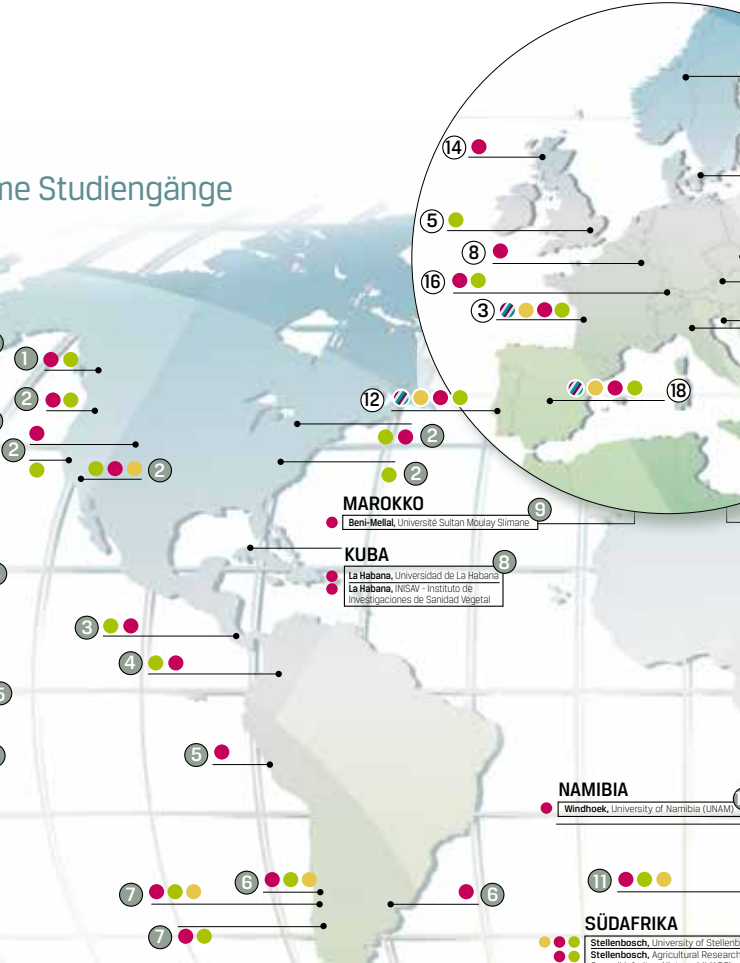
Students spend at least twelve weeks between the 4th and 5th semesters gaining important experience abroad or at international companies operating in Germany, putting the knowledge gained at Hochschule Geisenheim University to practical use. Numerous smaller or larger field trips are on offer throughout the entire study period. Armed with a Bachelor of Science and plenty of vocational experience, graduates can then directly access the national or international wine and beverage industries and the wealth of different opportunities on offer.

In addition, graduation from the degree program entitles students to take part in the entrance examination for the Master of Wine, replacing the need for WSET Diploma Level 4.

HOCHSCHULE GEISENHEIM UNIVERSITY'S INTERNATIONAL PARTNERSHIPS

- Forschung
- Lehre
- Oenoviti
- ⦿ gemeinsame Studiengänge

- KANADA**
- **Kelowna**, Okanagan College
 - **Summerland**, Pacific AgriFood Research Centre "PARK"
- USA**
- **Ashland**, Southern Oregon University
 - **Boone**, Appalachian State University
 - **Davis**, University of California
 - **Geneva**, United States Department of Agriculture (USDA)
 - **Ithaca**, Cornell University
 - **Logan**, Utah State University
 - **Pullman**, Washington State University
 - **Rohnert Park**, Sonoma State University
- COSTA RICA**
- **Hojancha**, Fundación Monte Alto, Hojancha
- KOLUMBIEN**
- **Bogota**, Universidad de los Andes
 - **Bogota**, Universidad Nacional de Colombia
- PERU**
- **Lima**, Universidad Peruana Cayetano Heredia
 - **Lima**, Universidad Nacional Agraria La Molina
- ARGENTINIEN**
- **La Plata**, Universidad Nacional de La Plata
 - **La Plata**, Centro de Estudios de Patógenos y Vectores (CEPAVE, CONICET)
 - **Mendoza**, Instituto Nacional de Tecnología Agropecuaria (INTA), Mendoza
 - **Mendoza**, Universidad Nacional de Cuyo
- CHILE**
- **Santiago**, Pontificia Universidad Católica de Chile, Santiago
 - **Santiago**, Universidad de Chile
 - **Santiago**, Vinos de Chile
 - **Talca**, Universidad de Talca



- MAROKKO**
- **Beni-Mellal**, Université Sultan Moulay Slimane
- KUBA**
- **La Habana**, Universidad de La Habana
 - **La Habana**, INSAV - Instituto de Investigaciones de Sanidad Vegetal

- NAMIBIA**
- **Windhoek**, University of Namibia (UNAM)
- SÜDAFRIKA**
- **Stellenbosch**, University of Stellenbosch
 - **Stellenbosch**, Agricultural Research Council Infructec-Nietvoorbij (ARC)

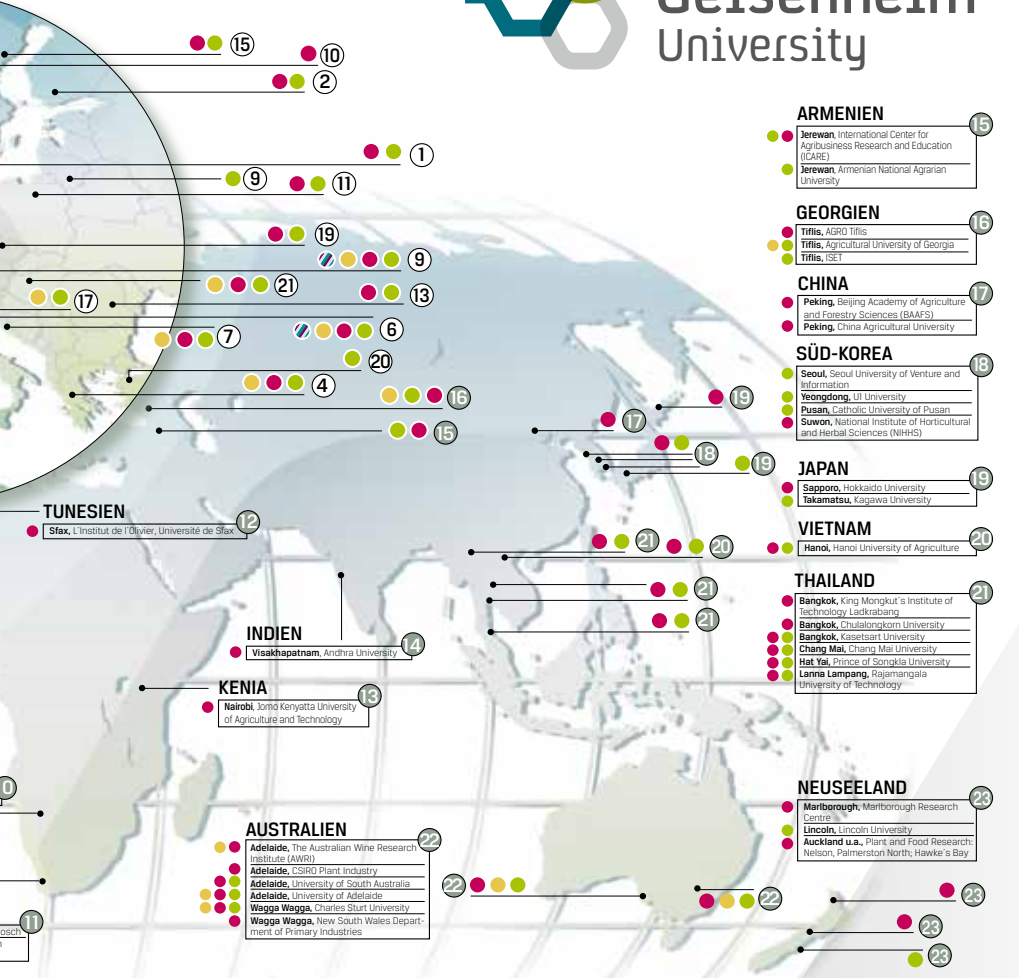
Europäische Kooperationen

- DÄNEMARK**
- **Copenhagen**, Københavns Universitet
- FINNLAND**
- **Abo**, Nova University of Applied Sciences
 - **Hämeenlinna**, Hämeen Ammattikorkeakoulu University of Applied Sciences (HAMK)
 - **Helsinki**, LUKE - Natural Resources Institute Finland
- FRANKREICH**
- **Angers**, ESA - Ecole Supérieure d'Agriculture d'Angers; FESA group
 - **Bordeaux**, Bordeaux Sciences Agro
 - **Bordeaux**, Université de Bordeaux
 - **Montpellier**, Institut des Sciences de la Vigne et du Vin (ISVV)
 - **Nîmes**, INRA Bordeaux
 - **Colmar**, INRA Colmar

- FRANKREICH**
- **Lempdes**, Vétagro-Sud
 - **Dijon**, Université de Bourgogne
 - **Douville**, Création Variétale Fraises Fruits Rouges (Cvref)
 - **Montpellier**, Montpellier SupAgro
 - **Montpellier**, Université de Montpellier II
 - **Nîmes**, INRA Montpellier
 - **Paris**, CIIFL
 - **Reims**, Université Reims
 - **Reims**, Université de Reims Champagne-Ardenne
- GRIECHENLAND**
- **Thessaloniki**, CERH - Centre for Research and Technology Hellas
 - **Thessaly**, University of Thessaly
 - **Arta**, Technological Educational Institute of Epirus, Arta
 - **Egaleo-Athina**, Technological Educational Institute of Athens (TEI)

- GROSSBRITANNIEN**
- **Plumpton**, Plumpton College
- ITALIEN**
- **Bologna**, Università di Bologna
 - **Conegliano**, Istituto Sperimentale per la Viticoltura
 - **Milano**, Università degli Studi di Milano
 - **Potenza**, Università degli Studi della Basilicata
 - **Teramo**, Università degli Studi di Teramo
 - **Torino**, Università degli Studi di Torino
 - **Udine**, Università degli Studi di Udine
 - **Trento**, Università degli Studi di Trento
 - **Piacenza**, Università Cattolica del Sacro Cuore
 - **Ancona**, Università Politecnica delle Marche
 - **S. Michele**, Istituto Agrario di San Michele
 - **Verona**, Università degli Studi di Verona

- KROATIEN**
- **Križevci**, Vitezko College of Agriculture
 - **Zagreb**, University of Zagreb
- LUXEMBURG**
- **Remich**, Institut WE-Vinicole
 - **Luxemburg**, Luxembourg Institute of Science and Technology (LIST)
- ÖSTERREICH**
- **Eisenstadt**, Fachhochschulstudiengänge Burgenland
 - **Wien**, Universität für Bodenkultur Wien (BOKU)
 - **Krems**, Fachhochschule Krems
 - **Klosterneuburg**, Höhere Bundeslehranstalt HBLA Klosterneuburg
 - **Innsbruck**, Universität Innsbruck



ARMENIEN

- **Jerewan**, International Center for Agribusiness Research and Education (ICARE)
- **Jerewan**, Armenian National Agrarian University

GEORGIEN

- **Tiflis**, AGRO Tiflis
- **Tiflis**, Agricultural University of Georgia
- **Tiflis**, ISET

CHINA

- **Peking**, Beijing Academy of Agriculture and Forestry Sciences (BAAFS)
- **Peking**, China Agricultural University

SÜD-KOREA

- **Seoul**, Seoul University of Venture and Information
- **Yeongdong**, UI University
- **Pusan**, Catholic University of Pusan
- **Suwon**, National Institute of Horticultural and Herbal Sciences (NIHHS)

JAPAN

- **Sapporo**, Hokkaido University
- **Takamatsu**, Kagawa University

VIETNAM

- **Hanoi**, Hanoi University of Agriculture

THAILAND

- **Bangkok**, King Mongkut's Institute of Technology Ladkrabang
- **Bangkok**, Chulalongkorn University
- **Bangkok**, Kasetsart University
- **Chang Mai**, Chang Mai University
- **Hat Yai**, Prince of Songkla University
- **Lanna Lampang**, Rajabhatmaia University of Technology

NEUSEELAND

- **Marlborough**, Marlborough Research Centre
- **Lincoln**, Lincoln University
- **Auckland u.a.**, Plant and Food Research; Nelson, Palmerston North; Hawke's Bay

TUNESIEN

- **Sfax**, L'Institut de l'Olivier, Université de Sfax

INDIEN

- **Visakhapatnam**, Andhra University

KENIA

- **Nairobi**, Jomo Kenyatta University of Agriculture and Technology

AUSTRALIEN

- **Adelaide**, The Australian Wine Research Institute (AWRI)
- **Adelaide**, CSIRO Plant Industry
- **Adelaide**, University of South Australia
- **Adelaide**, University of Adelaide
- **Wagga Wagga**, Charles Sturt University
- **Wagga Wagga**, New South Wales Department of Primary Industries

NORWEGEN

- **Norwegian Institute of Bioeconomy Research (NIBIO)**

POLEN

- **Lublin**, University of Life Sciences in Lublin
- **Glezyń**, University of Warmia and Mazury
- **Poznan**, Poznan University of Life Sciences
- **Skiermiewice**, Research Institute of Horticulture (IHort)

PORTUGAL

- **Lisboa**, Universidade de Lisboa
- **Porto**, Universidade de Porto
- **Porto**, Universidade Católica Portuguesa
- **Vila Real**, Universidade de Trás-os-Montes e Alto Douro
- **Regiao do Douro**, ADVID - Associação para o Desenvolvimento da Viticultura Duriense

RUMÄNIEN

- **Cluj-Napoca**, University of Agricultural Science and Veterinary Medicine
- **Iasi**, University of Agricultural Sciences and Veterinary Medicine Iasi

SCHOTTLAND

- **Dundee**, University of Dundee
- **Dundee**, The James Hutton Institute

SCHWEDEN

- **Lund u. Alnarp**, Swedish University of Agricultural Sciences

SCHWEIZ

- **Frick**, Forschungsinstitut für biologischen Landbau - FiBL
- **Sion**, HES-VD Valais
- **Rapperswil**, HSR Hochschule für Technik

SCHWEIZ

- **Changins-Wädenswil**, Forschungsanstalt Agroscope Changins-Wädenswil ACW
- **Winterthur**, Zürcher Hochschule für Angewandte Wissenschaften

SLOVENIEN

- **Nova Gorica**, University of Nova Gorica
- **Maribor**, University of Maribor

SPANIEN

- **Cádiz**, Universidad de Cádiz
- **Madrid**, Universidad Politécnica de Madrid (ETSA)
- **Malaga**, Universidad de Malaga
- **Malaga**, IFAPA Instituto Andaluz
- **Córdoba**, Universidad de Córdoba
- **Sevilla**, Instituto de Recursos Naturales y Agrobiología - CSIC
- **Valladolid**, Universidad de Valladolid
- **Tarragona**, Universitat Rovira i Virgili

TSSCHECHIEN

- **Brno**, Mendel University

TÜRKEI

- **Istanbul**, Istanbul Technical University

UNGARN

- **Budapest**, Corvinus University of Budapest
- **Eger**, FVM Research Institute for Viticulture and Enology
- **Debrecen**, University of Debrecen
- **Gödöllő**, Szent István University
- **Kecskemét**, FVM Research Institute for Viticulture and Enology
- **Pécs**, University of Pécs

YOUR ROUTE TO GEISENHEIM

INFORMATION FOR APPLICANTS WITH A FOREIGN SECONDARY SCHOOL LEAVING CERTIFICATE

Hochschule Geisenheim University is a member of the uni-assist association (service center for international university applications) which is jointly run by over 50 universities. uni-assist is responsible for checking the application documents of all applicants with foreign certificates.

All university applicants who have gained their university entrance qualifications (e.g., Baccalauréat, High School Certificate, A-Levels) outside Germany must – regardless of their nationality – apply through uni-assist. The deadline for applications for the B.Sc. International Wine Business is August 15. All Hochschule Geisenheim University Bachelor's degree programs start in the winter semester.

EXCEPTIONS TO APPLYING THROUGH UNI-ASSIST

The following applicants should apply directly to Hochschule Geisenheim University:

- Applicants who have already had their documents certified by an officially recognized national institution for the recognition of academic documents of a German federal state, which is valid throughout Germany.
- Applicants who have already successfully completed the qualification assessment test (*Feststellungsprüfung*) in a German foundation course (*Studienkolleg*).
- Applicants who have already spent a period of study at a German university and who are applying for a higher semester should also apply directly to Hochschule Geisenheim University.

Please contact the Admissions Office of Hochschule Geisenheim University. We will send you the application form, which you should fill out and return to the Admissions Office, together with the relevant documents.

INFORMATION FOR APPLICANTS WITH A GERMAN UNIVERSITY ADMISSION CERTIFICATE

Enrollment for applicants with a German university admission certificate starts in May and is open until the start of the winter semester lecture period via our online portal. Please note that applicants must also submit proof of a B2 English level (more details on page 6). All information and deadlines can be found on our website www.hs-geisenheim.de. Our Admissions Office staff will also be happy to help you with enrollment.



ADMISSIONS OFFICE

hs-geisenheim.de
/studierendenbuero
Studierendenbuero@hs-gm.de
Phone: +49 6722 502 700

THE PRE-STUDY INTERNSHIP AS AN ADMISSION REQUIREMENT

An important goal of our study programs is to foster close connections with businesses and real-world practice right from the start. Therefore, we require a 26-week practical training program or work experience in the wine industry before lectures start.

In exceptional circumstances, the total 26 weeks of pre-study practical training does not have to be completed by mid-October. It may be possible to split this pre-study practical training into two parts - 13 weeks prior to commencing studies, and the other 13 weeks during the semester breaks between the first and second, and second and third semesters.

A minimum of 8 weeks (up to the whole 26 weeks) must be spent in grape and wine production, but the remaining time can be spent within the general business, sales, purchasing or marketing departments of wine stores, wine trading companies, wineries or wine estates.

After completion of the full-time training period, a formal confirmation written in English on company-headed stationery must be issued confirming the numbers of weeks and work areas covered during the pre-study internship. The position and responsibilities of the student should also be mentioned.

We may accept some pre-study work experience outside the wine business/wine production from other business-related sectors depending on the field, education completed, and the position held. Manuela Ortner will answer your questions regarding the selection of an internship position, time schedules and practical issues.

Are you unsure whether your internship will be accepted?

Check the requirements for pre-study internships (>> from page 23), or contact our advisor.



PRE-STUDY INTERNSHIP ADVICE

Manuela Ortner, M.A.
Manuela.Ortner@hs-gm.de
Phone: +49 6722 502 497



DEGREE PROGRAM ORGANIZATION


The Bachelor's degree program at Hochschule Geisenheim University has a modular structure. The individual modules comprise various classes - lectures, seminars, practicals, projects or exercises - on a specific topic. Students complete the modules within a semester or an academic year via the successful completion of written examinations, project reports, presentations or seminar papers – there are a limited number of opportunities to re-sit these tasks; grades awarded count towards the total final grade.

All modules are assigned credit points [CP] according to the European Credit Transfer System [ECTS], and these reflect the workload in a module. This includes participation in courses, plus preparation and follow-up work relating to course material, personal performance in presentations and seminar papers, as well as examination preparation.

Both the internship abroad and completion of the Bachelor thesis are counted as modules. Students must collect a total of at least 180 credit points by the end of the degree program.

The program advisors will help you with any questions (>> contact, page 3).

At Hochschule Geisenheim University, exams are taken during two weeks at the end of the lecture period. During the semester break, students have enough free time for voluntary internships or excursions.



COMPULSORY MODULES teach important, basic, subject-specific core study content. They form the framework of the study program. **SEMI-COMPULSORY MODULES** serve to deepen and personalize the course, and can be chosen according to your interests. A limited number of **ELECTIVE MODULES** can also be chosen to complement the program.

An overview of all the modules can be found starting on page 18.

WHAT'S NEXT? FUTURE PROSPECTS IN BUSINESS AND SCIENCE

The International Wine Business degree program offers students a great deal of individual choice and direct access to the wine world. After graduating with a Bachelor of Science degree, they can choose the career path that suits them best.

Graduates of Hochschule Geisenheim University offer specialist knowledge and skills that are much sought-after in wine retail, the food trade, wineries and cooperatives, the supplier industry, and journalism.

Sound knowledge and practical experience in the fields of business administration, marketing, viticulture and enology means that students are ready to enter management positions in the industry. More than 80 percent of graduates of the International Wine Business degree program go on to work in wine purchasing or sales, as experts for import and export, as well as in product management and marketing. Other areas of work include quality control, human resources, accounting and market research.

SCIENTIFIC SPECIALIZATION IN THE MASTER'S DEGREE PROGRAM

The Bachelor's degree program enables graduates to solve problems using recognized scientific methods - the best foundation for a follow-up Master's degree program. At Hochschule Geisenheim University, students have the opportunity to deepen their knowledge of the wine industry with M.Sc. programs in "Wine Business" (German program) and the international partner programs "VITIS-VINUM", "Vinifera EuroMaster" (English programs), and "Viticulture, Enology and Wine Business" (German program).

The Master's program is also the first step on **THE WAY TO A DOCTORATE**. At our research departments and institutes, young scientists can go on to pursue their doctorate in cooperation with renowned partners in Germany and abroad.



CURRICULUM OF THE BACHELOR'S DEGREE PROGRAM INTERNATIONAL WINE BUSINESS

■ Wine Production
■ Business and Economics

		FIRST YEAR	SECOND YEAR
COMPULSORY MODULES		Marketing Basics (4 Credit Points)	Marketing Project
		Business Operations (4 Credit Points)	Marketing Project Consumer Mar
		Economics (4 Credit Points)	Wine and Beverage
		Law (6 Credit Points)	Business Mana
		Mathematics and Statistics (6 Credit Points)	Management Ac
		Information Technology (6 Credit Points)	Viticultur
		World Wine Markets (4 Credit Points)	Evaluation of
		Sensory Evaluation (4 Credit Points)	Microbiolo
		Food and Wine Law (4 Credit Points)	Enologu
		Chemistry and Wine Chemistry (6 Credit Points)	
SEMI-COMPULSORY MODULES		International Wine Profiles (6 Credit Points)	Marketing Project Sou
		Introduction to Viticulture and Enology (2 Credit Points)	Investment and Finan
		English Presentations and Writing (6 Credit Points)	Advanced Busine
			Business and Techn
			Business and Techn
ELECTIVE MODULES		Economic, Agricultural and Consumer Politics (4 Credit Points)	E-Commer
		Addiction Prevention (2 Credit Points)	
			Projekt Marktfo
			Extended Exku

* together with the MBA class Wine and Spirits Business, Burgundy School of Business, France

SECOND YEAR	THIRD YEAR
France (6 Credit Points)	Enology (6 Credit Points)
Markets in Western and Northern Europe (6 CP)	Academic Research and Presentation (6 Credit Points)
Wine Marketing (6 Credit Points)	Work Placement (12 Credit Points)
Management (4 Credit Points)	
Accounting (5 Credit Points)	
Wine (6 Credit Points)	
Wine (4 Credit Points)	
Technology (4 Credit Points)	
Marketing (6 Credit Points)	
Central and Eastern Europe (6 Credit Points)	Marketing Project Central and Eastern Europe (6 Credit Points)
Strategic Planning (6 Credit Points)	Marketing Project Asia (6 Credit Points)
Business English (6 Credit Points)	Project: „New World“ Marketing (6 Credit Points)
Technical French (6 Credit Points)	Project: Strategic Planning (6 Credit Points)
Technical Italian (6 Credit Points)	Marketing Project Italy, Switzerland, Austria (6 Credit Points)
Technical Spanish (6 Credit Points)	Business Simulation (3 Credit Points)
Business German, Advanced Level (6 Credit Points)	Business and Technical German (B1/B2)
Business Plan (2 Credit Points)	Business Plan (3 Credit Points)
	Short Exkursions (3 Credit Points)
Research (4 Credit Points)	Wine Tourism (4 Credit Points) *
Exkursions (2 Credit Points)	Digitisation in the Wine Industry (4 Credit Points) *

STUDENT EXPERIENCES AT GEISENHEIM

“For me, the most interesting part about the International Wine Business degree was the diversity of the program as well as the group of students. The different nationalities and backgrounds created an exciting group dynamic and in my opinion, a totally different one than you would have with students with the same nationality. Since I already held a business degree when I came to Geisenheim, the most interesting, and at the same time, challenging, courses were: Enology, Microbiology, Wine Evaluation and Viticulture. One of the most important benefits I have gained after graduating from Geisenheim is the network – which comes in very handy in the relatively small world of wine – together with the university’s reputation. In my experience, people do take you seriously when you have studied at Geisenheim.”

”

BAS VAN GIJZEN, B.Sc. International Wine Business graduate



“All the lecturers have a huge amount of experience so it is absolutely worth taking that into account for your own future. There is a variety of subjects, but all of them are interesting.”

”

VANESSA CANTINHO, B.Sc. International Wine Business student





“The semester I spent in Australia had a positive impact on both my personal and academic development. I will benefit from the things I learned at Bond University, in my studies as well as in my professional career. Besides the academic component, I had a wonderful stay, during which I got to know wonderful people and places. I can recommend this experience to anyone.”

”

FELIX BERNHARD NEUHAUS,
B.Sc. International Wine Business student



“During the lectures from external speakers, I gained a wider overview of the wine industry, which was helpful in organizing some facts in my head. I appreciated a different point of view, straight from the wine industry, as a nice change from academic lectures.”

”

ANITA NIEBRZYDOWSKA, B.Sc. International Wine Business student



DEGREE PROGRAM

Semester hours per week (SWS) and credit points (CP); Course type: E=Exam, PE=Practical exercises, S=Seminar, L=Lecture

FIRST AND SECOND SEMESTER MODULES

MODULE	COURSES	TYPE	SWS	CP
COMPULSORY MODULES				
Marketing Basics	Operative Marketing	L	2	4
Business Operations		L	4	4
Economics		L	4	4
World Wine Markets		L	4	4
Law	Principles of Law	L	2	6
	Business Law	L	4	
Food & Wine Law	Food Law	L	2	6
	Wine Law	V	2	
	Wine Accounting	V	2	
Sensory Evaluation	Sensory Evaluation	L	1	4
	Practical	S	2	
Chemistry & Wine Chemistry	Chemistry	L	4	6
	Wine Chemistry	L	2	
Mathematics & Statistics	Mathematics	L	3	6
	Statistics & Biometry	L	2	
	Statistics Exercises	PE	1	
Information Technology	Information Technology	L	2	6
	New Media	PE	1	
	IT Exercises	L	2	

SEMI-COMPULSORY MODULES

English Presentations & Writing		PE	4	6
International Wine Profiles	International Wine Profiles	L	4	6
	International Wine Profiles	PE	2	
Introduction to Viticulture & Enology	Introduction to Enology	L	1	2
	Introduction to Viticulture	L	1	

ELECTIVE MODULES

Economic, Agricultural and Consumer Politics		L	4	4
Addiction Prevention		L	2	2

THIRD AND FOURTH SEMESTER MODULES

MODUL	VERANSTALTUNGEN	TYP	SWS	CP
COMPULSORY MODULES				
Wine & Beverage Marketing	Special Wine & Beverage Marketing	L	2	6
	Retail Marketing	L	2	
	Consumer & Market Research	L	2	
Marketing Project France		S	4	6
Marketing Project Consumer Markets in Western & Northern Europe		S	4	6
Business Management	Business Management	L	2	4
	Personnel Management	L	2	
Management Accounting	General Management Accounting	L	2	5
	Special Management Accounting	S	2	
Viticulture	General Viticulture	L	4	6
	Organic Viticulture	L	1	
	Ampelography	PE	2	
Evaluation of Wine	Evaluation of Wine-Exercises	S	3	4
Enology	Technology of Wine	L	5	6
	Technology of Sparkling Wine	L	1	
Microbiology		L	4	4

SEMI-COMPULSORY MODULES

Investment & Financing Planning	Investment & Financing	L	3	6
	Business Taxation	L	2	
	Entrepreneurship	L	1	
Marketing Project Southern Europe		S	4	6
German Language Course (advanced level)		PE	4	6
Advanced Business English	Advanced Business English	S	2	6
	Advanced Business English	PE	2	
Business & Technical French	Business & Technical French	S	3	6
	Business & Technical French	PE	3	

SEMI-COMPULSORY MODULES

Business & Technical Italian	Business & Technical Italian	S	3	6
	Business & Technical Italian	PE	3	
Business & Technical Spanish	Business & Technical Spanish	S	3	6
	Business & Technical Spanish	PE	3	

ELECTIVE MODULES

E-Commerce	B2C, ERP, CRM Systems	L	2	2
Extended Excursion		S		2
Project Market Research		S	3	4

FIFTH AND SIXTH SEMESTER MODULES

MODULE	COURSES	TYPE	SWS	CP
COMPULSORY MODULES				
Bachelor Thesis				12
Work Placement (Germany or abroad)		I		12
Academic Research & Presentation		S	1	6
SEMI-COMPULSORY MODULES				
Marketing Project Asia		S	2	6
		S	2	
Project: „New World“ Marketing		S	2	6
Marketing Project Central and Eastern Europe		S	2	6
Marketing Project Italy, Switzerland, Austria		S	2	6
Project: Strategic Planning		S	4	6
Business Simulation		S	2	3
Business and Technical German (B1/B2)	Business and Technical German	S	3	6
	Business and Technical German	PE	3	
ELECTIVE MODULES				
Short Excursions		S	3	3
Business Plan		S	3	3
Digitization in the Wine Industry *		S	3	4
Wine Tourism *		S	3	4

* together with the MBA class Wine and Spirits Business, Burgundy School of Business, France

PRE-STUDY SERVICE FOR INTERNATIONAL APPLICANTS

GUIDANCE FOR YOUR ROUTE TO HOCHSCHULE GEISENHEIM UNIVERSITY

Living and studying in a foreign country can be challenging: you have to learn about life in a new culture as well as a new language. The team of the International Office will support and guide you on your way to Geisenheim:

- Support with the application via uni-assist
- Buddies and mentors will assist you in getting your bearings when you first arrive, and through them you'll start meeting other people.
- Tips on finding a suitable accommodation and organizing life in Geisenheim (e.g. dealing with the authorities, residence regulations, insurance cover, admission, financing possibilities, etc.)

WHAT YOU NEED TO KNOW ABOUT VISA REQUIREMENTS

Citizens of the EU, EEA and Switzerland do not need a visa to study in Germany. All they require is a valid personal identity card or passport. For students from Australia, Israel, Japan, Canada, New Zealand, South Korea, and the USA the following exception applies: they can apply for a residence permit AFTER they enter Germany. This also applies to students from Andorra, Brazil, El Salvador, Honduras, Monaco and San Marino, provided they do not intend to work in Germany. Please check the Visa regulations of the Federal Foreign Office.

All other international applicants must apply for their student applicant visa or study visa before they enter Germany. Please contact the German Diplomatic Mission in your home country as early as possible. Under no circumstances should you enter Germany on a tourist visa, as this cannot be converted into a residence permit for study purposes once you arrive in Germany!

The International Office team at Hochschule Geisenheim University
offers help and advice so that you get off to the best possible
start with your studies.



YOUR CONTACT

International Office
international@hs-gm.de
Phone: +49 6722 502 786

INFORMATION ON THE OBLIGATORY PRE-STUDY INTERNSHIP FOR THE “B.SC. INTERNATIONAL WINE BUSINESS” DEGREE PROGRAM

OBJECTIVES AND REQUIREMENTS FOR THE OBLIGATORY PRE-STUDY INTERNSHIP

An important goal of our study programs is to foster close connections with businesses and real-world practice right from the start.

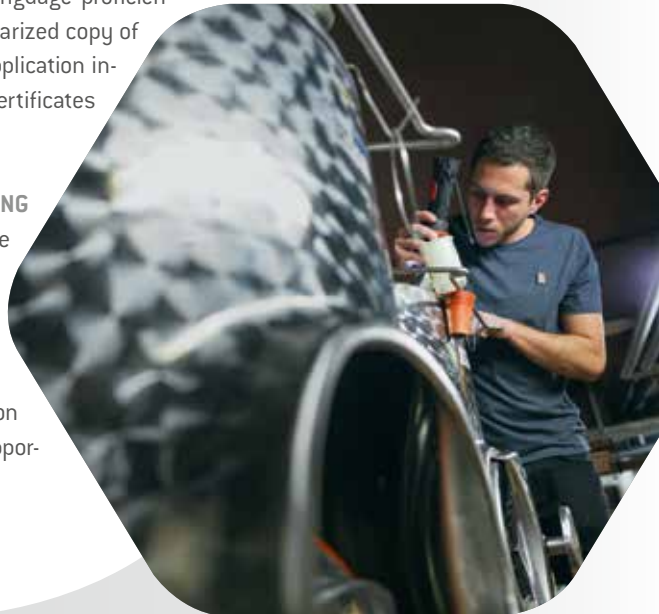
Therefore, we require a 26-week practical training program or work experience in the wine industry prior to the start of lectures. A minimum of 8 weeks (up to the whole 26 weeks) must be spent in grape and wine production, but the remaining time can be spent within the general business, sales, purchasing or marketing departments of wine stores, wine trading companies, wineries or wine estates.

In exceptional circumstances, the total 26 weeks of pre-study practical training may not have to be completed by mid-October. It may be possible to split this pre-study practical training into two parts - 13 weeks prior to studies and the other 13 weeks in the semester breaks between the first and second, and second and third semesters.

After completion of the full-time training period, a formal confirmation written in English on company-headed stationery must be issued confirming the numbers of weeks and work areas of the pre-study internship. The position and responsibilities of the student should also be mentioned. (Please check the requirements for language proficiency levels and providing an officially notarized copy of proof in the application information “Application information for candidates with foreign certificates [Bachelor degrees]” on our website.

OPPORTUNITIES FOR PRE-STUDY TRAINING

Knowledge of winemaking and grape production in particular will help students to understand the teaching and learning objectives of university lectures in more depth. Internships in the home country also give a first impression of the industry and suggest future opportunities within or relating to the sector.



Please note: While in most countries it is not a problem to complete an internship before a student is admitted and enrolled at university, in France it is not possible to do an internship before enrollment, owing to accident insurance regulations. French social security status as a student cannot be confirmed by the university prior to enrollment.

EXPERIENCE REPORTS

The content of the pre-study internship must be documented in the form of an experience report. For each week, we expect a minimum of 0.75 pages describing the work processes. The report is an individually produced written record describing the workflow, objectives, timeframe, equipment required, organizational framework and distinctive features of individual operations.

If the entire 26 weeks of pre-study internship is complete, the full report of at least 20 pages must be handed in. If the internship is only partly completed, students need to hand in the report for the completed internship period. Once the full 26 weeks have been completed, the remaining pages for the rest of the internship period should be handed in by the beginning of the third semester at the latest.



RECOGNITION OF WORK EXPERIENCE OUTSIDE THE WINE SECTOR

We partly accept pre-study work experience outside the wine business/wine production from business-related sectors depending on the field, education completed, and position held.

For recognized work experience outside the wine sector, no experience report is necessary.

To check whether experience outside the wine sector can be accepted prior to your application through uni-assist, please send a detailed CV and work certificates detailing the field of work, workflow, objectives, organizational framework and distinctive features of the individual operation, as well as employment dates to the pre-study-internship advisor (contact, page 3), with applicants@hs-gm.de in cc.

APPLICATION PROCESS

Please read the application information “Application information for candidates with foreign certificates (Bachelor’s degrees)” on our website carefully. The application must be made through uni-assist. Please keep in mind that only original or officially notarized documents will be accepted.



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VISIT US ONLINE

You can find information on studying at Hochschule Geisenheim University online. Visit our website www.hs-geisenheim.de or follow us on social media.

www.facebook.com/hsgeisenheim

www.twitter.com/hsgeisenheim

www.instagram.com/hsgeisenheim

Our social media pages provide you with information on upcoming study information days that take place regularly in May and November, as well as interesting events and our Open Campus dates. We keep you posted about exciting student projects and innovative research projects run by our scientists. Take a look!

LEGAL NOTICE

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With a unique combination of education, research and practice, Hochschule Geisenheim University offers its graduates global career opportunities in nature-based, future-oriented and socially relevant areas. Our internationally renowned university offers Bachelor's and Master's degree programs for people who want to be scientifically up to date and make a practical difference.

PRACTICE-ORIENTED BACHELOR DEGREE PROGRAMS

> Horticulture (B.Sc.)

7 semesters; incl. practical project semester

> Beverage Technology (B.Sc.)

6 semesters; focus areas: production, analysis and marketing of beverages

> Food Chain Management (B.Sc.)

6 semesters; focus areas: logistics for fresh produce, supply chain management, food management

> Food Safety (B.Sc.)

6 semesters; in cooperation with Hochschule Fresenius (Idstein)

> International Wine Business

(English) (B.Sc.)

6 semesters; English-language degree program based on the Internationale Weinwirtschaft German program

> International Wine Business

(German) (B.Sc.)

6 semesters; focus areas: international wine marketing and business and economics applied to international wine business

> Landscape Architecture (B.Eng.) and Landscape Architecture (B.Eng.) DUAL

7 Semester; in Kooperation mit der Hochschule Fresenius (Idstein)

> Viticulture and Enology (B.Sc.)

6 semesters; focus areas: wine growing, wine production and marketing

RESEARCH-BASED MASTER DEGREE PROGRAMS

qualify graduates to study for a doctorate

> Enology, Wine Business, Beverage Technology (M.Sc.)

4 semesters each; in cooperation with Justus-Liebig-Universität Gießen

> Environmental Management and Urban Planning in Metropolitan Areas (UMSB) (M.Eng.)

4 semesters; in cooperation with Hochschule RheinMain and University of Applied Sciences Frankfurt

> Landscape Architecture (M.Sc.)

4 semesters

> Horticultural Science (M.Sc.)

4 semesters; incl. research semester

> Vitis-Vinum EuroMaster (M.Sc.)

4 semesters; first year in Montpellier; second year in various European universities

> Viticulture, Enology and Wine Business (M.Sc.)

4 semesters; in cooperation with Universität für Bodenkultur in Vienna

> Vitis-Vinum (M.Sc.)

4 semesters; Double Master; in cooperation with eight Italian universities; qualification in Viticulture & Enology



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