

FACTS, DEADLINES AND GENERAL REQUIREMENTS

International Wine Business Degree Program
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
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 the possibility to split this pre-study practical training in two parts
Practical component of degree program	12-week internship, seminars, practical exercises, field trips
Degree program advice	Prof. Dr. Jon Hanf
Pre-study internship advice	Manuela Ortner, M.A.
General advice for incoming international students	International Office
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

CONTACT

DEGREE PROGRAM ADVICE

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Stand 11|2019

INTERNATIONAL WINE BUSINESS (B.SC.)

The Whole World of Wine
in an English-speaking
Degree Program



WHAT HOCHSCHULE GEISENHEIM UNIVERSITY CAN OFFER YOU

Tradition, Internationality and Practical Training

Hochschule Geisenheim University is world-renowned in the fields of viticulture, enology, beverage technology and wine business. Our professors and scientists are involved in fundamental and applied research, which is closely linked to practical applications.

Research and higher education have a long tradition in Geisenheim, reaching back to 1872, when the “Royal Prussian Institute of Pomology and Viticulture” was founded. Our facilities are located on one campus, where students benefit from a close working relationship with teaching staff.

Another strength: Of all small universities in Germany, Hochschule Geisenheim University has the highest number of students doing an ERASMUS internship abroad – and the most international cooperations.

NO TUITION FEES AND MODERATE COSTS

In Germany there is a tradition of no tuition fees and this, together with the comparably moderate cost of living in the Rhine Valley area around Wiesbaden makes Geisenheim an attractive place to study.



INTERNATIONAL WINE BUSINESS

An Ideal Combination

The B.Sc. International Wine Business at Hochschule Geisenheim University combines business with knowledge of viticulture and enology, i. e. it includes in-depth knowledge of business management, marketing and winemaking. Our students are also equipped with key skills in languages and project management. Knowledge of German is not required.

We are strongly focused on preparing our students for the challenges of professional life, running projects and case studies, involving lecturers from industry and offering numerous excursions. Thanks to Hochschule Geisenheim University's numerous connections in the wine industry, students make important contacts very early on.

IN-DEPTH AND PRACTICE-ORIENTED

Degree Program Content

The first year builds the foundation for the rest of the degree program, with modules such as Business Operations and Economics, Marketing Basics, Law, Sensory Evaluation as well as 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 in an international company.

Students can additionally choose from over 30 semi-compulsory and optional modules, thus strengthening their own professional profile - for example:

- Modules such as Investment & Corporate Finance or Business Plan prepare students for a career in Management and Finance.
- Students who are interested in a career in Marketing can choose modules in E-Commerce or Market Research.
- 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.

FROM GEISENHEIM INTO THE WORLD

Professional Prospects for Graduates

The B.Sc. International Wine Business degree program offers students flexibility regarding their academic focus, enabling them to follow their preferred career path upon graduation.

Over 80% of our graduates work in product management, marketing and sales, as experts for import and export or in wine purchasing. Further career paths include quality management, finance as well as human resources management, accounting or market research.

Our graduates are in demand – whether in wine and beverage retail, trade, individual wineries or cooperatives, suppliers or journalism.

