

# Wine – Technology – Management (B.Sc.)

July 2019

(ECTS-equivalents)

	First Academic Year		Second Academic Year		Third Academic Year	
	1st Semester	2nd Semester	3rd Semester	4th Semester	5th Semester	6th Semester
<b>Business Administration (20)</b>	<b>Business Administration (5)</b> Introduction  Value Chain Management	<b>Reporting (5)</b> Cost Accounting  Financial Accounting	<b>Accounting and Finance (5)</b>  Investment and Sourcing   Accounting and Taxation		<b>Management (5)</b>  Human Resources and Leadership   Corporate Management and Managerial Accounting	
<b>Wine – Technology – Management (75)</b>	<b>Viticulture I (5)</b> Introduction to Viticulture  Plant Protection  Terroir, Meteorology and Climate Change		<b>Viticulture II (5)</b> Vine Physiology and Nutrition  Production Technology	<b>Phytopharmacology and Vine Cultivation (5)</b> Phytomedicine  Vine Cultivation and Propagation	<b>Environmentally-friendly and integrated Viticulture (5)</b> Environmentally-friendly and Integrated Production and Processing of Raw Materials  Sustainability, Cultivated Landscape Conservation and Resource Management	
	<b>Oenology I (5)</b> Processing  Fermentation  Sparkling Wine		<b>Vinification (5)</b> Vinification I  Vinification II	<b>Oenology II (5)</b> Wine Specialities  Quality Management in Wine-Making/ Vinification	<b>Beverage Technology and Product Development (5)</b> Beverage Technology, Distillery  Product Development	
	<b>Scientific Principles (10)</b> Microbiology  Chemistry  Sensors		<b>Sensory (5)</b> Grape Varieties and Wine Styles, Global Viticulture		<b>Practical Project (5)</b> Project in Wine and Sparkling Wine Production	
	<b>Wine Marketing (5)</b> Marketing Management  Buyer- and Consumer Behavior		<b>Legal Aspects of Wine Production and Marketing (5)</b> Wine and Food Law  Data and Consumer Protection  Trademarks		<b>Capstone Seminar (5)</b> Capstone Seminar on Viticulture, Oenology and Sensors	
<b>Elective I (10)</b>					<b>Elective I (5)</b> * for example see following page	<b>Elective I (5)</b> * for example see following page
<b>Elective II (10)</b>					<b>Elective II (5)</b> * for example see following page	<b>Elective II (5)</b> * for example see following page
<b>Economics (5)</b>			<b>Economics (5)</b> Micro- and Macro-Economics   Economic Policy			
<b>Law (5)</b>	<b>Law (5)</b> Law of Contracts and Obligation   Commercial and Corporate Law					
<b>Maths (10)</b>	<b>Maths (5)</b> Mathematical Economics I   Mathematical Economics II		<b>Statistics (5)</b> Introduction   Biometric Statistics			
<b>Skills (15)</b>	<b>Skills I (5)</b> Scientific Research I  Communication Skills  Working Internationally, Developing English Skills		<b>Skills II (5)</b> Scientific Research II  Project Management		<b>Skills III (5)</b> Organization Simulation  Scientific Research III	
<b>Thesis (12)</b>					<b>Thesis (12)</b>	
<b>Practice (48)</b>	<b>Practice I (20)</b>		<b>Practice II (20)</b>		<b>Practice III (8)</b>	

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## \* Electives

		5th Semester	6th Semester
		10 CP	
Elective <b>International Wine Business</b> (10)		<b>International Marketing</b> (5)	<b>International Markets</b> (5)
Elective <b>Procurement</b> (10)		<b>Procurement</b> (5)	<b>Category Management</b> (5)
Elective <b>Logistics</b> (10)		<b>Logistics</b> (5)	<b>IT-Systems</b> (5)
Elective <b>E-Commerce</b> (10)		<b>Online-Marketing and E-Commerce</b> (5)	<b>Web-Analytics and legal Framework</b> (5)
Elective <b>Wine Tourism, Food Service Industry and Culinary Wine</b> (10)		<b>Wine Tourism</b> (5)	<b>Food Service Industry and Culinary Wine</b> (5)
Elective <b>Innovation</b> (10)		<b>Innovation Development</b> (5)	<b>Research</b> (5)
Elective <b>Beverage Technology</b> (10)		<b>Analytics</b> (5)	<b>Innovative Beverages</b> (5)
Elective <b>Sustainable Production</b> (10)		<b>Sustainable Production Technology</b> (5)	<b>Sustainability and Management</b> (5)
Elective <b>Digitization and Risk Analysis</b> (10)		<b>Digitization</b> (5)	<b>Risk Analysis</b> (5)
Elective <b>Distillery</b> (10)		<b>Raw Material Production in Orcharding</b> (5)	<b>Distillery</b> (5)

(Subject to change)

### Further Information:

[www.heilbronn.dhbw.de](http://www.heilbronn.dhbw.de)

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