

Business



University of
Applied Sciences

BACHELOR

International Wine Business

What better place to develop business administration expertise for the international wine business than in one of Austria's top wine-producing areas?

www.imc.ac.at

Special features

Surrounded by vineyards

Krems is located in the heart of Europe, about an hour from Vienna by road and rail. Thanks to its distinctive culture and breathtaking scenery, the neighbouring Wachau valley – a popular and renowned winemaking area – is a UNESCO World Cultural Heritage Region. There's nothing better than discovering its culinary specialities and outstanding wines and wineries. The university's proximity to Vienna and the diverse cultures of neighbouring countries including Germany, Italy, Hungary, the Czech Republic and Switzerland give you an ideal opportunity to nurture your intercultural skills and know-how inside and outside the classroom.

It's all about wine

The curriculum includes a detailed look at the wine business and wine law. You'll also develop your expertise in viticulture, oenology and the sensory assessment of wine, meaning you're ideally placed to take on a managerial post in the wine and beverage industry. The programme has close contacts to a number of high-profile wineries and wine producers, leading Austrian research institutes, and figures in the international wine business.

Bringing theory to life

The Practical Training Semester (PTS) is an integral part of the curriculum, so you have the chance to put your expertise into practice. You can complete your internship in viticulture, oenology, sales, marketing, e-commerce, purchasing, administration or wine tourism. There is also the option of a placement in a related sector, such as the hotel/restaurant/cafe (HoReCa) business, or with a supplier or service provider. You can also choose a combination of focuses, for example viticulture and oenology – the internship takes place in the winter semester, with harvesting and fermentation making this an exciting time at any winery – or marketing and sales.

ADDED BONUS: Dual Degree with top French University

First semester students on the International Wine Business will be able to apply for a dual degree place during the upcoming semester and complete a part of their degrees at Kedge Business School's Bordeaux campus. "A year in Bordeaux – or a year and a half with an internship – to receive degrees from two institutions: IMC Krems and Kedge Business School. The partnership and dual degree arrangements with Bordeaux represent a new milestone in terms of internationalisation for the International Wine Business Programme at IMC Krems". Prof.(FH) Dr. Albert Franz Stöckl, MA (Programme director)



At a glance



Full-time

Courses take place from Mondays to Thursdays (in exceptional cases on Fridays and Saturdays). You spend an average of around 20 hours per week at the university. One semester lasts for 14 weeks.



English

The language of instruction is English. This enables you to hold negotiations in a multi-cultural environment.



Six semesters

The degree programme lasts three years, with a total workload of 180 ECTS. Graduates receive the academic degree of Bachelor of Arts in Business (BA).



22-week internship

You can quickly put into practice the expertise you have picked up during your courses. The internship is an obligatory part of the programme.



Study fee

EU/EEA citizens pay a study fee of EUR 363.36 per semester, plus the student union fee.

Curriculum

FULL-TIME

| Semester I | CH | ECTS |
|---|----|------|
| ACCOUNTING AND FINANCING | | |
| Accounting I | 2 | 4 |
| LAW | | |
| International Wine Law | 1 | 2 |
| MANAGEMENT | | |
| Principles of Management I | 2 | 3 |
| Sustainability and Ethics in Leadership | 1 | 1 |
| INTERNATIONAL WINE INDUSTRY/INTERNATIONAL WINE MARKETING | | |
| Sustainability in the Wine Industry | 1 | 2 |
| Wine Regions of the World I | 2 | 3 |
| WINE PRODUCTION | | |
| Viticulture I | 2 | 3 |
| WINE SENSORY | | |
| Wine Tasting and Description I | 2 | 3 |
| MATHEMATICS & STATISTICS | | |
| Business Mathematics – Theory | 1 | 2 |
| Business Mathematics – Exercise | 1 | 2 |
| PERSONALITY TRAINING | | |
| Group Dynamics | 1 | 1 |
| SCIENTIFIC METHODS AND TOOLS | | |
| Principles of Business Data Analysis | 2 | 3 |
| Foundations of Empirical Social Research | 1 | 1 |

| Semester II | CH | ECTS |
|--------------------------------------|----|------|
| ACCOUNTING AND FINANCING | | |
| Accounting II | 2 | 3 |
| ECONOMICS | | |
| Microeconomics | 2 | 3 |
| LAW | | |
| Principles of Private and Public Law | 2 | 2 |
| MANAGEMENT | | |
| Principles of Management II | 1 | 2 |
| MARKETING | | |
| Marketing | 2 | 3 |
| WINE PRODUCTION | | |
| Viticulture II | 2 | 2 |
| Wine Processing I | 2 | 3 |
| WINE SENSORY | | |
| Wine Tasting and Description II | 2 | 2 |
| MATHEMATICS AND STATISTICS | | |
| Business Statistics – Theory | 1 | 2 |
| Business Statistics – Exercises | 1 | 2 |
| PERSONALITY TRAINING | | |
| Rhetoric and Presentation | 1 | 1 |
| Intercultural Competence | 2 | 2 |
| SCIENTIFIC METHODS AND TOOLS | | |
| Research Methodology | 1 | 3 |

| Semester III | CH | ECTS |
|---|----|------|
| ECONOMICS | | |
| Macroeconomics | 3 | 3 |
| MANAGEMENT | | |
| Procurement and Logistics | 2 | 3 |
| Project Management | 1 | 2 |
| Human Resource Management | 2 | 3 |
| MARKETING | | |
| Marketing Research | 2 | 4 |
| INTERNATIONAL WINE INDUSTRY/INTERNATIONAL WINE MARKETING | | |
| International Wine Tourism | 2 | 4 |
| WINE PRODUCTION | | |
| Wine Processing II – Theory | 2 | 3 |
| Wine Processing II – Practice | 1 | 1 |
| WINE SENSORY | | |
| Wine Tasting and Description III | 1 | 1 |
| PERSONALITY TRAINING | | |
| Communication and Negotiation Skills | 1 | 2 |
| SCIENTIFIC METHODS AND TOOLS | | |
| Computational Thinking | 1 | 2 |
| Software Applications | 2 | 2 |

| Semester IV | CH | ECTS |
|---|----|------|
| ACCOUNTING AND FINANCING | | |
| Finance and Investment | 2 | 3 |
| ECONOMICS | | |
| International Agriculture and Trade Policies | 2 | 3 |
| LAW | | |
| Principles of Business Law | 3 | 4 |
| MANAGEMENT | | |
| Quality and Process Management | 2 | 3 |
| MARKETING | | |
| E-Commerce and E-Marketing | 2 | 3 |
| INTERNATIONAL WINE INDUSTRY/INTERNATIONAL WINE MARKETING | | |
| Wine Regions of the World II | 2 | 3 |
| Wine Export Markets | 2 | 3 |
| WINE PRODUCTION | | |
| Viticulture III | 2 | 3 |
| SCIENTIFIC METHODS AND TOOLS | | |
| Bachelor Seminar I | 1 | 5 |

| Semester V | CH | ECTS |
|-------------------------------------|----|------|
| PRACTICAL TRAINING | | |
| Practical Training | 0 | 28 |
| Practical Training Coaching Seminar | 1 | 2 |

| Semester VI | CH | ECTS |
|---|----|------|
| ACCOUNTING AND FINANCING | | |
| Controlling | 2 | 3 |
| MANAGEMENT | | |
| Strategic and Corporate Planning | 2 | 3 |
| Entrepreneurship | 2 | 3 |
| MARKETING | | |
| International Wine Marketing and Brand Management | 2 | 3 |
| INTERNATIONAL WINE INDUSTRY/INTERNATIONAL WINE MARKETING | | |
| Wine Regions of the World III | 3 | 3 |
| Current Topics in the International Wine Business | 2 | 2 |
| WINE PRODUCTION | | |
| Wine Processing III – Theory | 2 | 2 |
| Wine Processing III – Practice | 1 | 1 |
| SCIENTIFIC METHODS AND TOOLS | | |
| Bachelor Seminar II and Bachelor Paper | 1 | 8 |
| Bachelor Exam | 0 | 2 |

CH: Contact Hours

Subject to possible alterations.





Career options

After your studies, you have the choice of either enrolling for a related master degree or starting your career. Potential entry level positions include: marketing and advertising; consulting and sales incl. export; purchasing assistant incl. import; junior food and beverage manager; sommelier; wine service; stock-keeping; staff training; fine wine store management; analysis, advice and marketing at agencies; e-commerce; positions at domestic and international organisations and associations; wine-related teaching and training at schools or higher education institutions; activities in all upstream and downstream sectors of the wine and beverage industry, research and development; organising and providing tourism services related to wine and the gourmet sector; entrepreneurship: freelance activities and start-ups

A very personal story

MANUEL SCHÖN COMES FROM TULLN. AFTER COMPLETING HIS FINAL EXAMS AT THE COMMERCIAL COLLEGE IN HIS HOMETOWN, HE DID HIS MILITARY SERVICE AND THEN AN APPRENTICESHIP IN A COOPERAGE. HE DEVELOPED SUCH A KEEN INTEREST IN WINEMAKING DURING HIS TRAINING THAT HE DECIDED TO TAKE THE INTERNATIONAL WINE BUSINESS DEGREE PROGRAMME AT IMC KREMS.

I was working on a research project before

My great great-grandfather founded a cooperage in 1930 and I always wanted to go into the family business. That's how I came across winemaking, and I was hooked. The idea to do a degree came from a professor at the University of Natural Resources and Life Sciences in Vienna, who I met at the Intervitis Interfructa Hortitechnica wine industry trade fair in Stuttgart when I was working on a research project. The project involved providing wood samples from various growing regions, and analysing how the maturity of the wood and the toasting process – scorching the inside of the barrel – affects the flavour of red and white wine.

Winemaking and business administration

I'm really pleased with the International Wine Business programme because it gives me everything I want: winemaking and business administration – and all in English, which is important as 80% of our company's exports are to Italy, France, the Czech Republic and Spain. In April I spent a week in the

USA, and we've also had inquiries from Asia. So, I need all the skills required on the international wine market, because I plan to take over the business from my parents one day. After I've graduated from the International Wine Business programme, I'm going to take the master cooper's exam, and then perhaps a degree in wood technology – but that's still just an idea.

The atmosphere at IMC Krems is very pleasant. The entire package – including the Career Center and the Language Center – is just what I need. So I can also improve my Italian while I'm doing my degree.

Tip

The open, international mindset and sense of community at IMC Krems will help you get ahead. You can network and exchange ideas with others, and grow together. This will help you to develop a personality all of your own.

IMC. It's all in me.

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Accreditations



Memberships

