



## CLOSE RELATIONSHIP BETWEEN STUDENTS AND TEACHING STAFF

- >> There is a special atmosphere in Geisenheim, which encourages a very close relationship between students and teaching staff, and we also benefit from very closely interconnected institutes within the campus, the synergies of which are utilized to your best advantage within our study and research programs.
- >> Geisenheim University is a classic 'campus university', in that all our teaching and research facilities, student accommodation and other student-related facilities can be found on, or very close to our park-like grounds. These form an attractive backdrop for numerous internal and external events throughout the year.
- >> Teaching takes place in modern classrooms and lecture halls, well-equipped laboratories, our own winery and beverage production facilities, as well as outside in our vineyards.

## NO TUITION FEES AND MODERATE COSTS

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

## Contact

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Hochschule  
**Geisenheim**  
University

## BACHELOR OF SCIENCE INTERNATIONAL WINE BUSINESS



Program in English starts October 2014



## A LONG SCIENCE-BASED TRADITION

- >> The Geisenheim Campus in Germany has a very long tradition in research and higher education, having been in existence since 1872, when it was founded as "Royal Prussian Institute of Pomology and Viticulture". The university is highly acknowledged in the fields of viticulture, enology, beverage technology and, for more than 50 years, in wine business.
- >> Our professors and researchers perform the 'balancing act' between fundamental and applied research; being able to offer international presentations and publications to and for a scientific audience as well as interacting equally effectively at the market-level.

## SCIENTIFIC KNOWLEDGE AND BUSINESS CLOSELY LINKED

- >> What would research be without practical experience? What would practical experience be without the knowledge gained from research? And what would education be without practical experience and the possibility to get right down to the roots of something? This is the reason why research, education and practical experience at Geisenheim University don't just exist side by side, but are interactively linked, thus profiting greatly from each other.
- >> The degree programs at our university specialize in educating our students through the application of scientific methods and practical skills, also creating the managers and scientists of the future.

## WELL-ESTABLISHED BACHELOR OF SCIENCE

- >> To look for new horizons, to understand how planning, production, sales and business administration all interact – these are key qualifications that graduates need in order to successfully establish themselves in their careers. This is what the degree program 'International Wine Business' is about: a combination of practical application and vital theoretical knowledge, aimed at allowing graduates to directly make use of these skills, in their careers. The success of our well-established German B.Sc. in 'International Wine Business' – already accredited for 10 years – has encouraged us to start an English track.

## DEGREE PROGRAM 'INTERNATIONAL WINE BUSINESS' IN ENGLISH

- >> The program focuses on world wine markets, including various aspects of marketing and economics, as well as obligatory modules in viticulture, enology and sensory evaluation, thus covering the complete value chain of the wine business, from the 'berry to the bottle'.
- >> The wine market is growing increasingly international, a trend which is reflected in all areas. One focus of the program is the intensive analysis of the worldwide producer and consumer markets. Practical studies are, as in all Geisenheim programs, of vital importance. This begins with the mandatory work experience\* as a precondition for admission and continues through all stages of the degree with seminars, practical exercises and field trips.
- >> Close cooperation with companies in the areas of business development, business administration and marketing has a long tradition in Geisenheim and is of growing significance.

\* Exception for admission October 2014, please contact us for further information.

## AFTER YOUR STUDIES

- >> Every year around 250 young people graduate from Geisenheim University with a high-quality bachelor degree in, for example 'Viticulture & Enology', 'International Wine Business' and 'Beverage Technology'.
- >> Our bachelor degree in 'International Wine Business' allows the possibility of continued study towards a master degree, as in all our bachelor programs in Geisenheim. These are usually offered in cooperation with one of our national and international partner universities and research centers.

## CAREER PERSPECTIVES

- >> A degree from Geisenheim paves the way to a successful start in your career in the wine business, whether that means with your own family operation or leading teams within a large company.
- >> Our graduates can be found in many different areas of marketing and management in the wine business, eg:
  - wine procurement management
  - product management
  - brand management
  - sales management
  - export and import
  - market research