

Short Notes on Frequently Asked Questions:

From 'Berry to Bottle'

The Geisenheim Campus in Germany has a very long tradition in both 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.

Geisenheim University is globally well known for its past and recent innovations which had and have a strong impact on the wine business throughout the world. Reasons for its business relevance and impact are that the **University Geisenheim has its own production facilities** from 'Berry to Bottle'. For example, it has its own breeding station, has around 30 hectares of vineyards, a cellar that is equipped with the latest technology, disposes of well equipped sensory labs, and markets its own wine.

Aim of the program

The University Geisenheim is well known for its applied approach in education and sciences since its foundation in 1872. In accordance with this tradition the aim of our bachelor program is to educate our students in such a way that **they are 'job fit'**; i.e. using modern teaching methods are students get rather trained in applying their scientific knowledge on order to solve problems than in learning theories by heart. Internships - before and during the program - help the students to develop and excel in competences and skills that the basis for their future carriers.

Content of the program

Our English study program is based on our very successful German counterpart. During its ten years existence it became clear that its success is rooted in two main pillars. One the one side students get intensive courses in "Viticulture and Oenology" and on the other hand in "Business Economics". Hence, for our English program it is clear that both areas have to be covered.

In the context of "**Viticulture and Oenology**" students have to attend classes and practices in wine chemistry, sensory courses, oenology, and viticulture. In the context of "Business Economics" we will focus on **international markets and marketing**. Thus, classes are held on general marketing, wine marketing, general business administration, management, accounting, and economics. In special marketing projects on Northern Europe, France, Southern Europe (e.g. Italy, Spain) as well as on Asia and the New World the students have to apply their general knowledge in marketing and management cases. Often these cases are conducted together with firms or institutions of the international wine business.

In a global world good knowledge on languages is needed. Hence, we provide **different language courses** for our students. Students have to attend several English courses and in order to understand the German culture better German courses are obligatory, too.

Duration of the program

To graduate our bachelor program requires at least **180 ECTS**. The program is scheduled for **three years**. This includes an internship of at least 3 months between the second and third year.

Normally a six months pre-study work experience is required. However, for this year (October 2014) an exception is made and this work experience can be fulfilled within the first two years. .

Size of classes

Whereas as every year around 200 students start the German programs on “Viticulture and Oenology”, “International Wine Business”, and “Beverage Technology” the number to our new English program is limited to only **30 – 35 students per year**.

Costs

In Germany there is the tradition that education is **free for all** (natives as well as foreigners). Hence, Geisenheim University is not charging any fee for this program. Nevertheless, there is a small, general administration fee of 300 Euros per semester which is payable at the beginning of each semester. This fee includes a monthly ticket for public transport in the RheinMain area. Health insurance is required, thus additionally 80 - 100 Euros per month have to be taken into account.

Rooms start at about 200 Euro per month; additionally the costs of food etc are about 200 Euros per month. For books etc another 50-100 Euros per month should be allowed for.

Overall, around **700 Euros per month** should be calculated.