

Modules offered by Hochschule Geisenheim - University



Students of the Vinifera EuroMaster degree programme have to attend the following modules in the second academic year (M2):

- 4 Core modules 30 ECTS
- Master Thesis 30 ECTS

Core Modules

Module	ECTS points
Advanced Enology	6
Advanced Viticulture	6
Product- and Project Management in Wine Business (Advanced Wine Business)	6
Research Project	12
Thesis	30
Total:	60

Module Name	Advanced Enology (Technology and Microbiology in Enology)
Academic Year:	2 nd academic year in Geisenheim
Semester:	3 rd semester
Module coordinator:	Prof. Dr. Monika Christmann (Hochschule Geisenheim)
Lecturer:	Monika Christmann, Prof. Dr. (Hochschule Geisenheim); Manfred Großmann, Prof. Dr. (Hochschule Geisenheim); Doris Rauhut, Prof. Dr. (Hochschule Geisenheim); Rainer Jung, Prof. Dr. (Hochschule Geisenheim); von Wallbrunn, Christian Dr. (Hochschule Geisenheim), Ludwig Pasch, M.Sc. (Hochschule Geisenheim); Matthias Schmitt, Dr. (Hochschule Geisenheim); Andrii Tarasov Dr. (Hochschule Geisenheim),
Language:	English
Classification within the curriculum:	Module of specialisation
Teaching format:	Regular lectures and seminar during the semester
Workload:	Face to face lectures and seminar: 60 h; Student's personal study time in the module: 120
Credit points:	6 ECTS
Requirements under the examination regulations:	-----
Recommended prerequisites:	-----
Targeted learning outcomes:	Students know about the ongoing research activities in winemaking, enology and microbiology and their implementation in small, medium and large scale wine production
Content:	Current research topics in Enology; Wine making technology; Microbiology
Study / exam achievements:	Presentation and written examination
Forms of media:	Power point presentations, hand-outs
Literature:	a) General background literature as prerequisite to follow the course: REYNOLDS, A.: Managing Wine Quality., Vol. I + II, Woodhead Publishing, 2011. KÖNIG, H. ; UNDEN, G. ; FRÖHLICH, J.: Biology of Microorganisms on Grapes, in Must and in Wine. Springer-Verlag, Berlin, 2017. b) course specific references and relevant publications will be given at begin of the course
Update:	September 2017

Module name	Advanced Viticulture
Academic Year:	2 nd academic year at Geisenheim
Semester:	3 rd semester
Module coordinator:	Prof. Dr. Manfred Stoll (Hochschule Geisenheim)
Lecturer:	Randolf Kauer, Prof. Dr. (Hochschule Geisenheim); Beate Berkelmann-Löhnertz, Prof. Dr. (Hochschule Geisenheim); Elvira Bleser, Dr. (Hochschule Geisenheim); Joachim Schmid, Prof. Dr. (Hochschule Geisenheim); Johanna Frotscher, Dr. (Hochschule Geisenheim); Annette Reineke, Prof. Dr. (Hochschule Geisenheim); Jason Smith, PhD (Hochschule Geisenheim); Susanne Tittmann, Dr. (Hochschule Geisenheim)
Language:	English
Classification within the curriculum:	Module of Specialisation
Teaching format:	Regular lectures during the semester
Workload:	Face to face lectures and seminar: 60 h; Student's personal study time in the module: 120
Credit points:	6 ECTS
Requirements under the examination regulations:	-----
Recommended prerequisites:	-----
Targeted learning outcomes:	Students know about current research topics in viticulture, molecular biology, pest control and precision viticulture and get an insight to current field trials.
Content:	Hot topics in viticulture, physiology and pest control of grape production, including aspects of climate change, modern tools of precision viticulture, irrigation scheduling under different climatic scenarios, rootstock selection and best canopy management practice to achieve high quality fruit using limited resources.
Study / exam achievements:	Written examination
Forms of media:	Power point, laboratory and field work
Literature:	a) General background literature as prerequisite to follow the course: GLADSTONES, J.: Wine, Terroir and Climate Change, Adelaide, Hyde Park Press, 2011. ILAND, P. ; DRY, P. ; PROFFITT, T. ; TYEMAN, S.: The Grapevine - from science to the practice of growing vines for wine., Patrick Iland wine Promotions Pty Ltd, 2011. KELLER, M.: The Science of grapevines: anatomy and physiology. Amsterdam, Elsevier, 2010.b) course specific references and relevant publications will be given at begin of the course.
Update:	September 2017

Module name	Advanced Wine Business (Product- and Project Management in Wine Business)
Academic Year:	2 nd academic year at Geisenheim
Semester:	3 rd semester
Module coordinator:	Jon H. Hanf, Prof. Dr.habil (Hochschule Geisenheim)
Lecturer:	Jon H. Hanf, Prof. Dr.habil (Hochschule Geisenheim) & guest lecturers
Language:	English
Classification within the curriculum:	Module of specialisation
Teaching format:	Regular lectures and seminar during the semester
Workload:	Face to face lectures: 60 h Student's personal study time in the module: 120
Credit points:	6 ECTS
Requirements under the examination regulations:	-----
Recommended prerequisites:	-----
Targeted learning outcomes:	Students know methods of strategic management and internationalization They are able to analyze firm and environmental conditions They are able to understand and analyze the wine market behavior They learn to develop marketing concepts
Content:	Theoretical Basis: Methods of strategic management (particularly Market based View and Resource based View), analysis of firm and environment, methods of marketing management, marketing and communication concepts, consumer behavior and target group analysis, Wine cooperatives, Methods of Internationalization
Study / exam achievements:	Seminar thesis or written exam; Accompanying presentations, to show stages of development
Forms of media:	Power point; black and white board; printed concepts
Literature:	a) General background literature as prerequisite to follow the course: KOTLER, P.; ARMSTRONG, G.: Principles of Marketing. 2009. WIT, DE B.; MEYER, R.: Strategy - Process, Content, Context. 2010. b) course specific references and relevant publications will be given at begin of the course
Update:	September 2017

Module name:	Research Project
Academic Year:	2 nd academic year at Geisenheim
Semester:	3 rd semester
Module coordinator:	Prof. Dr. Manfred Stoll (Hochschule Geisenheim)
Lecturer:	Academic staff of Hochschule Geisenheim
Language:	English
Classification within the curriculum:	Module of Specialization
Teaching format:	Face to face presentations and discussion of the project <i>en bloc</i> at the beginning and end of the project. Research under continuous supervision
Workload:	Face to face: 8h; oral presentations of interim and final results of the projects within a written report: 12 h, Student's research under supervision and independent study: 300 h; preparation of interim und final reports: 40 h
Credit points:	12 ECTS
Requirements under the examination regulations:	-----
Recommended prerequisites:	-----
Targeted learning outcomes:	Students know about research strategies and methods and are able to apply them to practical research
Content:	Introduction to the library and literature research, research hypotheses and strategies; research methods; processing research data; statistics (involvement in laboratory)
Study / exam achievements:	Presentation and written report
Forms of media:	Power point and laboratory equipment (depending on the project), field visits
Literature:	Basic literature: MALMFORS, B. ; GAMSWORTHY, P. ; Gr, M.: Writing and Presenting Scientific Papers. Nottingham, Nottingham University Press., 2006. LEARDI, R.: Experimental design in chemistry: A tutorial. In: Analytica Chimica Acta, 652 , 2009, 161-172. The project specific literature research is part of the research project
Update:	September 2017

Module name:	Master Thesis at Hochschule Geisenheim University
Academic Year:	2 nd academic year at Geisenheim
Semester	4 th semester
Module coordinator:	General Coordination by Prof. Dr. Manfred Stoll (Hochschule Geisenheim) and Dipl.-Ing. Agr. Sonja Thielemann (Hochschule Geisenheim)
Supervisors:	Academic staff of Hochschule Geisenheim and academic staff members of the EMaVE Consortium and associated partners.
Language:	English
Classification within the curriculum:	Core module
Teaching format:	The Thesis consists of the elaboration of a written report about an independent scientific work of the student and a defense.
Workload:	24 weeks for the elaboration of the thesis; plus adequate time (at least 2 weeks) for personal preparation for the defence.
Credit points:	30 ECTS
Requirements under the examination regulations:	<p>Admission to the <u>thesis</u> is granted if the student has</p> <ul style="list-style-type: none"> - successfully completed the modules of the first academic year; - attended an internship of at least 8 weeks, proved by a respective certificate. <p>Admission to the <u>defence</u> is granted under the condition that:</p> <ul style="list-style-type: none"> - the written report was evaluated at least with the grade "E - pass"; - the student has completed all other compulsory modules of the second academic year successfully and obtained at least 120 ECTS (including the ECTS allocated to the Master Thesis)
Recommended prerequisites:	-----
Targeted learning outcomes:	The student is able to carry out scientific research independently in a given time implementing adequate scientific methods. In addition the student is able to present his/her results to a jury and answers questions related to the field of research.
Content:	Thesis document
Exam achievements:	<p>Delivery of a written thesis report at the submission date. The written report has to be prepared under consideration of the formal requirements of the Hochschule Geisenheim University .</p> <p>Thesis defence in front of an examination jury of at least 3 academic members according to no 13.2 of the Study and Examination Regulations of the Vinifera EuroMaster degree programme.</p>
Forms of media:	<p>Research methods depending on the topic of the thesis.</p> <p>Written report; presentation media for the defence</p>
Literature:	Books and scientific papers related to the topic of the thesis. The

	literature research is part of the Master Thesis
Update:	September 2017

Additional Language Module offer

The credit points are not counted for the completion of the Master degree programme.

Module	ECTS points
German as a Foreign Language	2

Module name:	German as a Foreign Language
Academic Year:	2 nd academic year in Geisenheim
Semester:	3 rd semester
Module coordinator:	Agi Meisl-Faust (Language Center, Hochschule Geisenheim)
Lecturer:	Free lance lecturers
Language:	German
Classification within the curriculum:	Additional Module
Teaching format:	Lectures (interactive teaching): 2 hours / per week during the semester
Workload:	30 hours interactive teaching; 30 hours independent studies
Credit points:	2
Requirements under the examination regulations:	-----
Recommended prerequisites:	-----
Targeted learning outcomes:	Depending on the entrance level: The level of the course will be defined at the beginning of the course depending on students' previous knowledge
Content:	Topics of daily live Special topics from Viticulture, Enology and Wine Business
Study / exam achievements:	Written examination and active participation
Forms of media:	Black board, Overhead; photo copies, exercise sheets
Literature:	-----
Update:	September 2017