

Business



University of
Applied Sciences
Krems | Austria

Bachelor

International Wine Business

Business & management | Wine industry knowledge |
Practical training | Wine production

www.imc.ac.at

What awaits you during your studies

International Wine Business

The bachelor programme in International Wine Business at IMC Krems offers a comprehensive education that combines business management, wine industry expertise, research methods & IT with cutting-edge research in areas such as wine production and management. Taught entirely in English, this six-semester programme equips you with the skills to assume leadership roles within the global wine and beverage industry. Through a blend of theoretical knowledge and hands-on experience, you will gain valuable insights into industry structures, processes, and the dynamic world of wine business, marketing, management, and wine law. You will also refine your expertise in viticulture, oenology, and sensory wine evaluation, preparing you for managerial positions in the sector. With strong connections to renowned wine producers, merchants, and international organisations, this programme offers extensive networking opportunities and a solid foundation for a successful career in the global wine industry.

At a glance



Full-time

Courses take place from Monday to Thursday (in exceptional cases on Friday and Saturday). 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 multicultural environment.



6 semesters

The degree programme lasts 3 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.

Did you know that ...

- ... the internship in semester 5 is fully integrated in the programme? Your internship will last 20+ weeks and is a mandatory part of the programme.
- ... you can enrol in Krems and spend half of your studies in Bordeaux? Our dual-degree partner, Kedge Business School, is a leading French university. If you are accepted, you will receive two diplomas, one from Bordeaux and one from Krems.



Modules | Full-time

SEMESTER I	SEMESTER II	SEMESTER III Mobility Window	SEMESTER IV	SEMESTER V	SEMESTER VI
LEGAL ENVIRONMENT	MARKETING & MARKETING RESEARCH	ECONOMICS	DIGITAL WINE MARKETING	PRACTICAL TRAINING COACHING	APPLIED WINE MARKETING & SALES
MANAGEMENT ESSENTIALS	ACCOUNTING	FINANCE, INVESTMENT & MATHEMATICS	PROJECT MANAGEMENT	PRACTICAL TRAINING SEMESTER	BUSINESS MODELS & BUSINESS PLANNING
FUTURE SKILLS: WINE & GASTRONOMY BASICS	WINES OF THE WORLD I	WINES OF THE WORLD II	WINES OF THE WORLD III		WINES OF THE WORLD IV
WINE PRODUCTION I – BASICS & THEORY	WINE PRODUCTION II – MANAGEMENT & PRACTICE	WINE PRODUCTION III – MANAGEMENT & PRACTICE	WINE PRODUCTION IV – PRACTICE & SPECIFICS		CURRENT ISSUES: WINE MASTER CLASSES
RESEARCH ESSENTIALS & IT	BACHELOR SEMINAR I & IT	DATA & DECISION MAKING	BACHELOR SEMINAR II		BACHELOR EXAM SEMINAR & BACHELOR EXAM

Subject to possible alterations

More details on the curriculum, courses, contact hours and ECTS (European Credit Transfer System) can be found on: www.imc.ac.at



Your professional fields and future areas of responsibility

Possible career fields after graduation are: marketing and advertising, consulting and sales, including export, purchasing, junior food and beverage (F&B) manager, sommelier, wine service, stock-keeping, staff training, fine wine store management in Austria and abroad, analysis, advice and marketing at an agency, positions at domestic and international organisations and associations such as chambers of agriculture, the International Organisation of Vine and Wine (OIV), the Austrian Wine Marketing Board (AWMB), and many more.

IMC. It's all in me.

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Accreditations



Memberships

