Master's degree programme in

Viticulture, Oenology and Wine Marketing

LM-69R Master's degree class in Agricultural Sciences and Technologies

ACADEMIC REGULATIONS FOR THE STUDY PROGRAMME

ACADEMIC YEAR 2026/27
COHORT 2026/27

Table of Contents

GENERAL INFORMATION

1. WEBSITE
2. CONTACT
3. CHAIR OF THE ACADEMIC BOARD
4. SECRETARIAT OF THE RELEVANT DEGREE PROGRAMME
5. LECTURERS, SYLLABUSES AND OFFICE HOURS
6. DURATION
7. LOCATION
8. AFFILIATED DEPARTMENT/SCHOOL
9. CURRICULUM
10. LANGUAGE OF INSTRUCTION
11. DELIVERY METHOD
12. TEACHING MATERIALS
13. ENTRY REQUIREMENTS
14. ENTRY REQUIREMENTS
15. CURRICULAR REQUIREMENTS AND APPROPRIATE PERSONAL PREPARATION
16. ENROLMENT
17. UNIVERSITY CREDITS

COURSES

18. CURRICULUM
19. COURSES BY TERM

RULES GOVERNING THE COURSE

20. METHODS OF ASSESSING LEARNING
21. PREREQUISITES
22. ENTRY REQUIREMENTS
23. CHOICE OF CURRICULUM
24. ACTIVITIES CHOSEN BY THE STUDENT (D)
25. CROSS-DISCIPLINARY LEARNING ACTIVITIES (F), WORK PLACEMENTS, INTERNSHIPS, OTHER
26. TRANSVERSAL SKILLS
27. RULES FOR SUBMITTING INDIVIDUAL STUDY PLANS
28. INDIVIDUAL STUDY PLAN
29. ATTENDANCE
30. STUDENT TUTORING
31. TRANSFER FROM ANOTHER DEGREE PROGRAMME
32. RECOGNITION OF PRIOR LEARNING
33. RECOGNITION OF DUAL ENROLMENT
34. NUMBER OF EXAM SESSIONS
35. FLEXIBLE STUDY PATHWAYS FOR SPECIFIC NEEDS
36. FINAL EXAMINATION
37. FURTHER INFORMATION

GENERAL INFORMATION		
1.	**WEBSITE**	On the degree programme's web pages, you can view a presentation of the programme, how it is organised, the regulations governing its operational aspects, and other university regulations on topics of interest to the student community. The quality assurance system and guidance services for prospective students are also described. You can find information regarding the practical organisation of the programme, the delivery of teaching activities, learning opportunities and useful contacts throughout your studies, right up to the award of your degree. The procedures and methods for enrolling on the degree programme, the entry requirements and the support services available to students, including international students, are explained. Also available are contact details, FAQs, notices, services and opportunities offered by the University.
2.	**CONTACT PERSON**	Prof. Roberta Capitello She chairs the Quality Assurance Group, which is responsible for the design and self-assessment of the degree programme in accordance with the guidelines provided by the Quality Assurance Board.
3.	**CHAIR OF THE ACADEMIC BOARD**	Prof. Roberta Capitello The Teaching Board is responsible for the planning, organisation, coordination, monitoring and quality assurance of teaching activities; it proposes any amendments to the degree programme's structure and regulations and deliberates on students' requests regarding their study programme.
4.	**SECRETARIAT OF THE RELEVANT DEGREE PROGRAMME**	Operational Unit: Secretariat for Economics Degree Programmes
5.	**LECTURERS, SYLLABUSES AND OFFICE HOURS**	Each lecturer has their own web page where they publish information relating to their teaching and research activities. You can access the lecturers' pages via the degree programme's website. The syllabuses are published on each course's webpage. Office hours are published on each lecturer's webpage.
6.	**DURATION**	2 years
7.	**LOCATION**	Administrative: Verona – Teaching: Padua, Udine, Verona
8.	**DEPARTMENT/SCHOOL**	Department of Management
9.	**CURRICULUM**	*First year* Single curriculum based in Conegliano. *Second year* *The following specialisations are available:* Economics and marketing in the wine industry (Verona, Santa Marta) Identity, typicality, terroir (Verona, Villa Lebrecht) New frontiers in viticulture and oenology (Villa Lebrecht, Verona) Research and development for sustainable viticulture (Udine) Research and development in oenology (Udine) Sparkling wine production and marketing (Conegliano)
10.	**LANGUAGE OF INSTRUCTION**	English
11.	**TEACHING METHODS**	Conventional
12.	**TEACHING MATERIALS**	Students are entitled to access any teaching materials made available for the course. If the lecturer has set up the Moodle e-learning platform, the materials contained therein remain available to students for a maximum of the standard duration of the degree programme. Where the lecturer has provided video recordings of lectures, the videos remain available on the Panopto platform for a maximum of two years, i.e. at for the current academic year and the following one at the latest. The individual lecturer

		responsible for the course may, however, stipulate that these video recordings remain available for a shorter period.
13.	**ACCESS**	Free
14.	**QUALIFICATION REQUIRED FOR ACCESS**	A three-year university degree or diploma, or an equivalent qualification obtained abroad and recognised as suitable.
15.	**ACADEMIC REQUIREMENTS AND SUITABLE PERSONAL PREPARATION**	In addition to a three-year degree meeting specific academic requirements, applicants wishing to enrol on the programme must demonstrate certified language proficiency and sufficient personal preparation to enable them to participate effectively in the teaching activities included in the programme. The link below provides detailed information on the academic requirements for admission, the language requirements and, finally, the requirements regarding sufficient personal preparation, including the methods used to assess these. Requirements
16.	**ENROLMENT**	The programme is open to all, subject to an assessment of the required criteria. To enrol, applicants must meet specific academic requirements and demonstrate adequate personal preparation; failure to do so will prevent enrolment. All the information required to enrol is available via the link below Information on the webpage
17.	**UNIVERSITY CREDITS**	Each CFU normally corresponds to 25 hours of total student workload. The various types of teaching activities have the following ECTS credit to hours ratios: - Lecture: 8 hours per CFU (with 17 hours of independent study by the student) - Practical session: up to 15 hours per CFU (with the remaining hours of personal study by the student) - Work placement/professional internship: 25 hours per CFU

COURSES		
18.	**STUDY PROGRAMME**	The study programme is the list of modules and other learning activities that must be completed during one's university studies. Study programme
19.	**COURSES BY TERM**	This is the list of modules offered in the relevant academic year, broken down by term and year of enrolment. Courses by term

RULES GOVERNING THE STUDY PROGRAMME		
20.	**METHODS OF ASSESSING LEARNING**	For each course, the learning objectives, syllabus, reference texts, teaching materials and methods of assessing learning are set out. The 'course descriptions' are published on the website of each degree programme under the heading 'Courses'.
21.	**PREREQUISITES**	There are no prerequisite courses
22.	**ADMISSION REQUIREMENTS**	There are no minimum entry requirements for this course.
23.	**CHOICE OF SPECIALISATION**	Confirmation of your specialisation for the second year must be made via the online procedure by the end of the first year of the course.
24.	**STUDENT-CHOOSEN ACTIVITIES (D)**	In addition to completing the teaching activities listed in the curriculum as compulsory, and in addition to passing the final examination, students are required to undertake teaching activities of their own choosing, provided these are consistent with the programme's educational objectives. These teaching activities may consist of: a) courses taught in English offered on Master's degree programmes in the field of economics, or in other fields, subject to authorisation by the academic department; b) work placements and training placements at public bodies, businesses or private organisations, including those in the third sector, as well as professional bodies and associations, provided they are accredited; c) training activities relating to the study of additional foreign languages, or English at an advanced level; d) training activities aimed at acquiring advanced and specialist IT skills; e) training activities aimed at acquiring interpersonal skills or those otherwise useful for entering the world of work. The assessment of whether the chosen activity is consistent with the course's educational programme is left to the discretion of the academic department on a case-by-case basis. Students are not permitted, on pain of automatic cancellation, to undertake courses offered as part of three-year degree programmes. In order to be eligible for the corresponding credit points (CFU), the activities referred to in point (b) must be endorsed by an academic tutor and carried out under the guidance of a company tutor, in full and strict compliance with the procedures set out in the University Regulations for Work Placements and Internships. A number of credit points proportional to the number of hours of actual work carried out by the student will be awarded, taking into account the credit-to-hour ratio. The skills relating to the activities referred to in point (c) may be acquired by sitting the language tests offered by the University Language Centre (CLA), or by producing equivalent certificates issued by recognised schools, public bodies or private institutions, subject to assessment by the relevant academic bodies. International students will not be awarded any credits for proficiency in their mother tongue. Credits will be awarded according to the following scheme:

		<table><tr><th>Language</th><th>Certification level</th><th>Credits</th></tr><tr><td rowspan="2">English</td><td>C1</td><td>4</td></tr><tr><td>C2</td><td>2</td></tr><tr><td rowspan="4">Foreign language other than English (excluding mother tongue)</td><td>B1</td><td>3</td></tr><tr><td>B2</td><td>4</td></tr><tr><td>C1</td><td>4</td></tr><tr><td>C2</td><td>2</td></tr></table> For the accreditation of the training activities referred to in point (d), the student must be able to provide appropriate IT certification. The teaching unit will assess the number of CFU credits to be awarded for each certification provided. The skills relating to the activities referred to in point (e) may be acquired through attendance at – and passing the relevant final assessment for – group activities, seminars, workshops, project work and similar activities, the content of which forms part of a project previously submitted by one or more lecturers to the teaching unit and approved by the latter.
25.	**CROSS-CURRICULAR ACTIVITIES (F), WORK PLACEMENTS, INTERNSHIPS, OTHER**	In order to be eligible for the award of corresponding ECTS credits, work placements must be supervised by an academic tutor and carried out under the guidance of a company tutor, in full and strict compliance with the procedures set out in the University Regulations for Work Placements and Internships. A number of ECTS credits proportional to the number of hours of actual work carried out by the student will be awarded, taking into account the credit-to-hour ratio.
26.	**TRANSVERSAL SKILLS**	These are training programmes aimed at acquiring cross-disciplinary skills useful from a personal, professional and civic engagement perspective, organised by the University's Teaching and Learning Centre, on whose website all relevant information regarding enrolment is published.
27.	**RULES FOR SUBMITTING STUDY PLANS**	The study plan is compiled via an online procedure through which the student selects the modules they wish to undertake from the range of courses offered on their programme, in accordance with specific selection rules. Information on www.univr.it/pianidistudio
28.	**INDIVIDUAL STUDY PLAN**	Students may, upon request, be permitted to complete their degree according to an individual study plan that includes educational activities other than those provided for in the academic regulations, provided that these are consistent with the academic structure of the degree programme for the academic year of enrolment. The application for an individual study plan is submitted for review to the relevant academic department, which assesses its consistency.
29.	**ATTENDANCE**	Not compulsory
30.	**STUDENT TUTORING**	To guide and support students throughout their studies, certain lecturers are assigned tutoring duties. A tutoring service has also been set up, run by senior students already enrolled at the University, who share their university experience to support prospective freshers and fellow students.
31.	**CHANGE OF COURSE / TRANSFER FROM ANOTHER COURSE**	The term 'transfer' refers to a change of degree programme within the University of Verona (internal transfer). 'Transfer', on the other hand, refers to students who move to the University of Verona from another university. Regulations for transfers and changes of degree programme The academic department decides on applications for the recognition of credits earned by a student on another degree programme or at another university within 45 days of the application being submitted, taking into account the scientific and disciplinary fields set out in the programme's curriculum and related fields. The outcome of the assessment – which may include details of the recognised study modules and their corresponding credits, the study modules required to supplement the student's preparation, and any excess credits for each subject area – will be communicated to the student in a specific notification.

		Should supplementary learning activities be identified, the lecturer or lecturers whom the student must contact to agree on the content and format of the supplementary assessments will be indicated at the same time. The student is required to contact the designated lecturers and, when sitting the supplementary assessment, to present their own copy of the decision setting out the terms of the supplementary assessment. Should the activities for which recognition is sought not relate to any scientific-disciplinary sector, or relate only to sectors other than those provided for in the programme's curriculum or to related sectors, the academic department will assess, on a case-by-case basis, the possibility of awarding credits as part of the student's elective modules. Transfers and changes of programme webpage.
32.	**RECOGNITION OF PREVIOUS STUDIES**	This involves the assessment of a student's previous course of study, for the purposes of a change of programme, an incoming transfer or withdrawal from studies, through the partial or full recognition of previously acquired credits, depending on the correspondence between the two study programmes.
33.	**RECOGNITION OF DUAL ENROLMENT**	Students enrolled simultaneously on two different degree programmes may apply to the relevant academic department for the recognition of credits earned on the other programme on which they are concurrently enrolled, up to a maximum of one third of the total credits required for the degree programme for which recognition is sought.
34.	**NUMBER OF EXAM SESSIONS**	At least six examination sessions are held each year.
35.	**FLEXIBLE STUDY PATHS FOR SPECIFIC NEEDS**	The programme takes into account the specific needs of certain categories of students. **Disabilities, specific learning difficulties (SLD) and special educational needs (SEN):** With a particular focus on disability and specific learning difficulties (SLD), the degree programme and its dedicated support structure aim to ensure the inclusion of students with disabilities and specific learning difficulties within the university. To this end, it promotes the removal of physical and non-physical barriers that prevent full inclusion and also encourages the adoption of agreed-upon reasonable adjustments for participation in lectures, examinations and other teaching activities, and more generally for participation in the life of the university community, in accordance with applicable legislation and without prejudice to the academic autonomy of teaching staff. In particular, the degree programme facilitates access to teaching facilities and materials and promotes the use of distance learning methods – whether synchronous or asynchronous – to meet the specific needs expressed by students with disabilities or specific learning difficulties. Within the limits of applicable legislation, it promotes the inclusion of students with special educational needs within the university. **Part-time enrolment (or 'part-time'):** The part-time scheme governs solely the duration of university studies and the associated financial obligations, and allows students to obtain their degree – without being classified as overdue – within twice the normal duration of the programme. **Enrolment on individual modules:** It is possible to take individual modules offered as part of bachelor's and master's degree programmes for one academic year and sit the relevant examinations, receiving a formal certificate of attendance that includes details of the credits earned. **Student-athletes:** Those with sporting achievements of particular competitive significance may pursue a student-athlete pathway. Each year, a specific notice sets out the entry and retention requirements for student-athletes on the dual-career

		pathway, to enable them to successfully complete an academic career alongside their sporting career.
36.	**FINAL EXAMINATION**	The final examination consists of the preparation and defence of a written thesis on research in the fields of viticulture, oenology and the economics of the wine sector. The final examination, designed to assess whether the course's learning outcomes have been achieved, consists of the presentation of an original thesis prepared under the supervision of a supervisor and discussed publicly before a panel of lecturers. The number of credits to be awarded for the final examination may vary depending on the specialisation and is set out in the 'Guidelines for the preparation of theses for the award of the Master's degree'. The criteria for awarding the final mark are: average mark in examinations; punctuality (0–2 marks); excellence (0–X marks, with 0.33 marks for each distinction); participation in international projects or activities abroad (0–1.5 marks); the supervisor's assessment (0–3 marks); the degree committee's assessment (0–3 marks).
37.	**FURTHER INFORMATION**	**Organisation** The Academic Board has established a Steering Committee comprising academic staff and representatives from the worlds of industry, services and the professions, with advisory responsibilities relating to the definition and modification of study programmes and the monitoring of employment outcomes. The Academic Board may appoint committees and/or designated individuals from within its ranks to whom it may permanently delegate specific tasks. There is an Academic Committee, which is responsible for processing student administrative matters. **International mobility programmes** Students taking part in institutional international mobility programmes are entitled to have the learning activities undertaken at their chosen overseas institution recognised, subject to assessment by the relevant academic department. The procedures and arrangements for recognition are set out in specific regulations. An Erasmus Helpdesk will be established to assist students with administrative matters and to ensure the proper conduct and transparency of the procedures. Students will have the option of studying the second year at Hochschule Geisenheim University, thereby obtaining a dual qualification: the Master's Degree in Viticulture, Oenology and Wine Marketing and the Master of Science in Viticulture and Oenology 'Vitis-Vinum'.