WEINAKADEMIKER
THESIS (D 7)

Diploma in Wines

SPECIFICATIONS

Weinakademiker thesis

The Weinakademiker thesis is a research project that enables students to develop skills in research, evaluation and analysis in a wine- and spirit-related subject of their choice. Within the Weinakademiker thesis the students will be required to demonstrate the application of business skills by identifying and solving problems, developing ideas in the creation of new/modified products, services or situations within the 4,000 – 5,000 word count.

After the candidates have passed the Weinakademiker thesis (including a viva voce exam) and have signed the code of conduct the title "Weinakademiker" may be awarded by the senate of Weinakademie Österreich.

Examination Regulations

1. Eligibility

Before you start with your thesis you have to submit a project outline, which has to be approved by Weinakademie Österreich.

The project outline can be submitted when you have passed the following:

• D 1 - Wine Production exam
• D 3 - Wines of the World theory exam
• D 6 - Independent Research Assignment

The thesis can be done in English and/or German language.

2. Format

The candidates choose a topic of their choice. The word count must be at least 4,000 with a maximum of 5,000 words. Furthermore a two-page abstract is to provide. After passing the thesis the candidates have to take a viva voce exam.

3. Timing

3.1. To be able to finish the education in a particular year the determined dates of Weinakademie Österreich for submitting the outline proposal and the thesis itself as well as for the viva voce exam have to be met. Candidates will be informed via e-mail about that.

4. Grades

Actual marks will not be released to candidates, but results will be graded as follows:

75 % and over:	Pass with distinction
65 % to 74.9 %:	Pass with merit
55 % to 64.9 %:	Pass
45 % to 54.9 %:	Fail-refer
below 44.9 %:	Fail

The final grade consists of the thesis and the viva voce exam. The candidates have to pass both parts to receive a final pass grade for the thesis.

5. Re-sits

5.1.   Candidates may apply to re-register for the thesis following a previous failed attempt. Candidates applying to re-sit must select a topic for their outline proposal that does not overlap with any previous attempt. There is no limit on the number of attempts.

5.2.   Candidates re-sitting the thesis will be ineligible for any grade in excess of pass. The same occurs in the case of fail-refer.

5.3.   Candidates, who have passed the thesis are not permitted to retake this to improve their grade.

6. Submission of Outline Proposal and Thesis

6.1.   The provided submission dates of Weinakademie Österreich for the outline proposal have to be met.

6.2.   The provided submission dates of Weinakademie Österreich for the finished thesis have to be met.

6.3.   The provided dates of Weinakademie Österreich for the viva voce exam have to be met.

6.4.   Candidates failing to submit their thesis by the submission date can submit it for the next submission date.

7. Weinakademie Österreich regulations

Weinakademie Österreich reserves the right to add to or alter any of these regulations.

8. Weinakademiker Code of Conduct

The title "Weinakademiker" may be awarded by the senate of Weinakademie Österreich when the Weinakademiker thesis including the viva voce exam is a Pass or above as well as the code of conduct is signed. At the same time the candidate becomes a member of the Alumni Association, the "Weinakademiker Club". The Alumni Association organizes wine related tastings, seminars, trips and other events for advanced education (https://www.weinakademiker.at/en/home.html). Attached the wording of the code of conduct:

Weinakademiker Code of Conduct

1. The title "*Weinakademiker*" may be awarded to such candidates that have successfully completed and passed all units of the Weinakademiker qualification. The Senate of the Weinakademie Österreich ("the Senate") may award this title at the request of the Director of the Weinakademie Österreich ("Weinakademie") and such title shall remain valid for the duration of such candidate's membership in the Weinakademiker alumni association - the Weinakademiker Club. The awarding of such title shall remain the exclusive prerogative of the Senate and it may additionally set different or additional qualification requirements before awarding said title. In its exercise of this right the Senate may also appoint a Committee with regard to the awarding of the Weinakademiker title.

2. All persons who have been awarded the Weinakademiker title:

    a. are expected to respect wine as a cultural heritage,
    b. shall maintain the highest ethical standards in respect of their interaction with wine, whether it be professionally or privately,
    c. shall fully support the Weinakademie in its mission to spread wine knowledge,
    d. are expected to continuously expand their wine knowledge and remain up to date,
    e. should use the awarded title in the wine industry and promote and expand its general acceptance. However upon leaving the Weinakademiker Club for whatever reason this title may no longer be used,
    f. shall remain, as far as possible, an active member of the Weinakademiker Club,

    g. shall not damage the reputation of the title, the Weinakademiker Club or the Weinakademie, and shall report any such abuses which he/she has knowledge of, to the Director of Weinakademie, as well as to the President of the Weinakademiker Club,

    h. shall pay the annual Weinakademiker Club membership dues which are set in January each year.

3. By signing this Code of Conduct the Weinakademiker becomes a member of the Weinakademiker Club and understands that he/she is obliged to strictly follow the Articles and Memorandum of said association.

4. I confirm that I have read, understood and fully support this Weinakademiker Code of Conduct and by my signature below I agree to become a member of the Weinakademiker Club. I also accept that the Senate or its Committee may, in the case of abuse, deprive me of the title "Weinakademiker".

QUALIFICATION STRUCTURE

Elements:

1.   Propose Project Outline
2.   Weinakademiker thesis

Learning Outcomes:

Demonstrate the ability to carry out an exhaustive, extensive study by

1.   selecting an appropriate subject for a detailed and extensive study within the given criterias.

2.   submitting an outline proposal for review.

3.   carrying out a literature review of the subject area chosen.

4.   planning and performing an investigation.

5.   presenting required information in a suitable format.

Assessment:

1.   A thesis with a word count of 4,000 to 5,000 including a two-page abstract

2.   A viva voce exam

The Weinakademiker thesis is designed to allow the candidate to work on a topic of particular interest relevant to the career or area of subject expertise. It will require the candidate to show a greater depth of knowledge. Therefore you have to pass certain exams of the WSET Level 4 Diploma in Wines before you can submit a topic for approval.

Before you start with your thesis please read this document and the Weinakademiker thesis candidate assigment brief on our website (https://www.weinakademie.at/pdf/candidate_assignement_brief-thesis.pdf) carefully.

ELEMENT 1

Propose Project Outline

OUTLINE PROPOSAL

Selection of topic

Select an appropriate topic, which will permit a study to a significantly greater depth. The chosen theme must meet all the criteria of the guidelines. Please check our website for in the past submitted and approved thesis topics: https://www.weinakademie.at/diplomaarbeitsthemen.php. This might help you for your topic choice. But please note that recent topics are blocked for a certain time.

Project Outline

The project outline submitted must
1. clearly set out the aims and objectives of the project.
2. list all the used sources to gather information.

Meet Deadlines

The given submission dates of Weinakademie Österreich for the project outline must be met.

For the submission of the project outline the Weinakademiker thesis proposal form must be used (https://www.weinakademie.at/pdf/proposal_form.pdf). As this form has only available limited space, please use for your project outline an additional document (in Word, PDF).

Under the following link you find a model for the submission of the project outline:
https://www.weinakademie.at/pdf/model_submission.pdf

ELEMENT 2

Weinakademiker thesis

THESIS SUBMISSION

Presentation

The topic should be presented in a format appropriate to the task. The use of illustrations is possible. Furthermore a two-page abstract is to provide showing the essence of the thesis. The abstract's structure should include the following: motivation for choosing this topic, problem/ objective, methodology, content, conclusion.

After the thesis achieves a Pass the candidate has to take a viva voce exam on the thesis.

Content

The thesis has an appropriate structure as well as an accurate content demonstrating that research has been carried out on the required level. Furthermore there is a balance between argument and analysis as well as clarity of expression and use of language.

Business skills

The thesis demonstrates the candidate's application of business skills through identifying and solving problems as well as creating ideas for new/modified products, services and strategies.

Meet deadlines

The given submission dates for the thesis must be met.

The finished thesis must arrive at Weinakademie Österreich in printed version via post AND via e-mail on the particular submission date at the latest.

The two-page abstract has to be sent to Weinakademie Österreich via e-mail until the particular submission date at the latest.

The viva-voce exam will take place on a certain date fixed by Weinakademie Österreich.

You will be informed by e-mail about the particular dates in a certain year.

STUDY GUIDE

Weinakademiker thesis

Before you start with your thesis you have to submit a project outline, which has to be approved by Weinakademie Österreich.

Select a topic

You select your topic.

Your thesis must be no less than 4,000 and no more than 5,000 words. The thesis roughly equates to a "mini-dissertation", a structured report on a certain project. Selecting a subject is not always easy. As with any piece of research work, you are choosing to research something without knowing what the outcome will be or how wide the scope is it may cover.

There are some general rules, which will help you to select a topic:

- Choose something manageable – nothing too large scale or excessively time consuming. Ask yourself if you can complete the project within the number of words allowed and the time you have available.

- Choose something in which you are interested. This will motivate you and give you an incentive to study. This is your opportunity to specialise and play to your strengths.

- Choose a topic that could enhance your career prospects. You may wish to undertake a work based project with the support of your employer, which would result in you making recommendations to improve services or products.

- Choose a topic that allows discussion, as it will not be enough for you to write, for example, everything you know about a particular region, you must include analysis and structured argument in your thesis. Therefore your topic must allow you to identify and solve problems, develop ideas, make recommendations on the creation of new/ modified products, services or situations.

- Choose something which doesn't overlap too much with recent assignments of the WSET Level 4 Diploma. If there are too many similarities the examiner will reject this at the project outline stage.

Before you choose a topic study all the approved topics on the website of Weinakademie Österreich. Recent topics are blocked for a certain time. (https://www.weinakademie.at/diplomaarbeitsthemen.php)

Work schedule

Once you have selected your topic you will not only need to plan the content and structure of your piece of work, but also the time in which you have to complete it. Planning the content of a project is not always easy at first, you are often unsure of what your research will reveal. However, if you have done some basic research into your subject area before deciding on a topic, you should have a good idea of what your thesis will need to cover.

The submission of a project outline for approval will focus your attention on what you will need to do by setting out your aims and objectives. Your project outline must include:

- a project title

- a clear statement of your project aims (What you are going to achieve?) and objectives (How you are going to achieve it?)

- a list of sources to be used for information gathering (You will not be limited to this list, but it should show a diversity of information sources.)

The examiner will review your plan to ensure:

- that the project title is appropriate and meets the criteria as set out in this document.

- that your reference materials are adequate for the task and go beyond basic reading.

The examiner will either approve your outline proposal or return it to you with action requirements. You will be allowed to re-submit your outline proposal or submit a new proposal.

Getting started…

When you have had your concept approved, you can start. How you go about this will depend very much on your topic. A good way to begin, however, is to do some good background research into your subject area. This will give ideas and resources for future work, and get you immersed in the subject. Use as many different types of sources as possible (internet, newspapers, magazines, interviews, publications - whatever you find to be relevant and of use).

- Always keep your eyes open for material.
- Whenever you read something or take notes on a source, always take down full bibliographic details. This will save you time later when compiling your references and bibliography. Using an index card system is useful for this.
- Focus your reading once you have a general background picture of the subject – make sure everything you read is for a purpose not just for the sake of "doing something".
- Start writing as soon as possible. There is no rule which says you must first do all your research, then spend three weeks writing it up. Writing as the research gives you a sense of achievement, and can help avoid any last minute panics.

Writing skills

Some useful tips:

- Use rather short than long sentences.
- Don't use too much punctuation. Think about that there is more than comma and dot.
- Be objective - be impersonal.

Project structure

The following checklist may be useful:

Introduction
- A clear statement of your subject
- An explanation of why the research is worthwhile
- An outline of methods used
- An indication of the limitations of the project
- A summary of the chapters/sections to follow

Main Body
The following could help if you use chapters or sections:
- Each one should answer a major question.
- Each one should contain lots of answers to smaller questions.
- Use sub-headings to guide the reader.
- Develop points carefully, step by step.
- Each one should make sense, if it were to read on its own.
- Give each one an introduction and conclusion as well.

Conclusion
- Discussion of extent to which you have achieved your aims.
- Summary of questions that remain unresolved.
- Recommendations

Acknowledgment
(not included in word count)
- A paragraph or two thanking those who helped.

Appendix
(not included in word count)
- Are designed to let you include material which could not be fitted easily into any chapter/section.
- Important material referred to in more than one chapter should go in as an appendix.
- You may wish to add large documents or illustrative materials.

Bibliography
(not included in word count)
- Set out all sources used.
- Everything referred to in the text must be cited in the bibliography.
- The referencing should be correct and standardised as outlined below.

Presentation of the Weinakademiker thesis

The thesis must be written either in English or German.

Your thesis must include the following:
- Front page (must include at least the title of your thesis, your name and the word count)
- Index
- Bibliography

Furthermore your thesis could include the following:
- List of tables/figures
- Appendix

Keep in mind that your thesis must be of the appropriate length, not less than 4,000 and maximum 5,000 words. If your thesis has less than 4,000 words it will marked with Fail; if there are more than 5,000 words the paper will be marked up to 5,000 words. Everything over 5,000 words will not be considered in the mark.

The word count does not include:
- Index
- List of tables/figures
- Headings
- Texts in e.g. tables, diagrams
- Footnotes
- Bibliography
- Appendix

Spelling and clear presentation

Writing a good thesis is also, to some extent, influenced by factors other than content and structure. Therefore you will also gain marks for a good style (e.g. coherence, flair, fluency) and presentation. Spelling, grammar and legibility are also important when writing your thesis.

Please consider the following:
- Your English/German must be good enough not to detract from the clarity and precision of your thesis.
- As you are also responsible for the accuracy in your thesis, the spell checker could be used to catch typographical and spelling errors, when you write your thesis with a computer. It could also be useful that someone else reads your finished paper.
- Clear presentation can be achieved by using different techniques such as bold headings, different point sizes, bullet points. Whatever methods you use, they should be used consistently throughout your thesis.

Referencing and bibliography

Referencing and the creation of a bibliography are required and are an important part of your thesis.

Referencing

The best way to avoid plagiarism is to reference all the important ideas and facts in your work. This is your proof that you have fully researched the topic by showing that the concepts and data that are used can be checked by the reader. It also helps the reader to clearly distinguish between yours and other peoples' thoughts.

The referencing should be correct and standardised following the text or by using footnotes. For direct referencing use "..." (italic, quotation marks). For analogous referencing use "cf." or "see". Please keep in mind that most of the information you took from outside sources should be referenced analogously. Direct referencing should be used only when necessary. You should also use headings for tables, figures, maps, etc. The suffixes a, b, c etc. are used to differentiate between publications by the same author within the same year (e.g. Robinson, J. (2015), p. 132).

Examples for referencing by using footnotes:
- *One author:*
    - [1]see Robinson, J. (2015), p. 132
- *Several authors:*
    - [2]see Johnson, H., Robinson, J. (2013), p. 50-52
- *No author, but an editor:*
    - [3]see ÖWM (2018), p. 117
- *Information from the internet:*
    - [4]see Taittinger (2010), Online or Taittinger (2010), p. 22
- *Verbal communication, telephone calls, e-mails, etc.:*
    - [5]see Szigeti (2018), personal interview
    - [6]see Szigeti (2018), e-mail communication

Bibliography

The thesis must be amended by a complete and detailed bibliography.

Your bibliography should consider the following:
- It should be sorted either by the type of sources used (e.g. books, magazines, internet) or subject.
- The sources should be listed alphabetically by author surname and should include the following information:
    - name of the author/s or editor/s
    - title of the book/article, etc.
    - publisher
    - date of publication
- For websites the full URL should be included and the date when the information was obtained.
- Italics may be used to make this information easier to read.

Examples:
Books
- *One author:*
  - Robinson, J. (2015): *The Oxford Companion to Wine*, Oxford, Oxford University Press
- *Several authors:*
  - Johnson, H., Robinson, J. (2013): *World Atlas of Wine*, Mitchell Beazley
- *No author, but an editor:*
  - ÖWM (Ed.) (2018): *Documentation Austrian Wine*, edition September 2018

Newspapers/magazines
- *Article in a magazine:*
  - Harvey, S. (2011): *Selling wine - the hidden costs.* In: Wine & Viticulture Journal, Volume 26 Number 2/March-April 2011, p. 61-63

Websites
- *Information from the internet:*
  - WSET, URL: https://www.wsetglobal.com/, last accessed 1 September 2018
  - Limmer, A. (2011): *The Chemistry of Post-bottling Sulfides in Wines*, URL: http://nzic.org.nz/CiNZ/articles/Limmer_69_3.pdf, last accessed 30 October 2011

Verbal communication, telephone calls, e-mails, etc.
- *Verbal communication:*
  - Szigeti, P. (2018): *personal interview for use of alternative degorgement equipment*, Sektkellerei Szigeti, personal interview on 10 September 2018 in Gols

Plagiarism, Collusion, Cheating

If you attempt to gain a grade by fraudulent means, you can be severely punished by Weinakademie Österreich. Copying material from a textbook, article, electronic file, the internet or another student, even if you paraphrase, may be considered plagiarism. Plagiarism is claiming another person's thoughts, writing, inventions etc. as your own. Quoting directly without quotation marks is plagiarism too.

Penalties for plagiarism include being marked failed on the project and failed on the unit.

Good Luck!