



Spotlight on Digital Business II

Summer Semester 2024

**Language of instruction:
English**

Last updated: 28 November 2023

Spotlight on Digital Business Module¹

Subject Code	Subject	Type	ECTS credits
M-MM	Business Research Methods & Data Analytics ²	Seminar	2
M-MM	Content & Programme Management ²	Lecture	3
M-MM	Digital Commerce 1: Service Orientation and Customer Experience ²	Seminar	2
M-MM	English for Specific Purposes II ²	Seminar	3
DSOEK	German 1	Seminar	3
DSOEK	German 2	Seminar	3
M-MK	Marketing Communication Skills ²	Seminar	2
LZA	Next Level Communication Workshop	Additional Teaching Offer	2
M-BC	Scientific English ²	Seminar	2
DSOEK	Scouting Austrian Culture (in English)	Seminar	3
M-MK	Search Engine Advertising ²	Seminar	2
M-MK	Special Lecture Event and Live Marketing	Lecture	3
LZA	The Media Project – Visual Communication in Advertising	Additional Teaching Offer	9

Additional courses that are open to Spotlight Module students¹

Subject Code	Subject	Type	ECTS credits
FF	Campus & City Radio ³	Optional subject	2
B-MD	Data Business & Analytics ^{2 3}	Seminar	5
B-MK	English IV ^{2 3}	Seminar	2
B-MM	How to Make News & Inspiration ^{2 3}	Seminar	3
FF	I Living Lab	Optional subject	3
B-MD	Innovation Management ^{2 3}	Seminar	3
M-IR	Innovation Management and Product Development ³	Seminar	5

¹ might be subject to changes

² course places for incomings students might be limited

³ overlaps with other courses are possible

Course Descriptions

Business Research Methods & Data Analytics (2 ECTS credits)

Degree	Digital Media	Semester:	Summer Semester
Programme:	Management (Master)	Type:	Seminar
Semester:	2		
Prerequisites:	None		
Lecturers:	Thomas Delissen		

Assessment: continuous assessment

Content:

- Business research strategies
- Research planning and defining relevant, feasible research questions
- Big data analysis
- Data recording / data mining with a focus on use and analysis of secondary data
- Exploiting existing data collections and merging data from different sources
- Data analysis (opportunities and limitations, extracting knowledge from data)
- Preparing data (basics of information design and visualisation concepts)
- Interpreting empirical results for decision-making in evidence-based management

Content and Programme Management (3 ECTS credits)

Degree	Digital Media	Semester:	Summer Semester
Programme:	Management (Master)	Type:	Lecture
Semester:	2		
Prerequisites:	Basics Content Management		
Lecturer:	Johanna Grüblbauer		

Assessment: final exam

Content:

The lecture mainly focuses on the following topics:

- Content planning and procurement
- Content architectures
- Monitoring and rich data management of digital content offers
- Analysis of success potential of digital content offers
- Curation
- Overview content management for websites and social media platforms

Digital Commerce 1: Service Orientation and Customer Experience (2 ECTS credits)

Degree Programme:	Digital Media Management (Master)	Semester:	Summer Semester
Semester:	2	Type:	Seminar
Prerequisites:	Knowledge of mathematics and computers corresponding to the competence level of an academic secondary school is expected. This includes basic knowledge of logic and statistics (descriptive statistics, probability calculation) as well as knowledge about the structure and function of computers (hardware, operating system, application programmes). In order to support a continuous		

acquisition of knowledge and competence, the course content is consecutively arranged.

Lecturer: Tassilo Pellegrini

Assessment:

Course-continuing assessment

Content:

The course deals with the following topics:

- Introduction to customer-experience management, customer insights, customer satisfaction and the customer journey
- Service orientation in the interaction between technology, processes and business communications
- Customer-experience management in the interaction between technology, processes and business communications
- Practical case studies

English for Specific Purposes II (3 ECTS credits)

Degree	Digital Media	Semester:	Summer Semester
Programme:	Management (Master)	Type:	Seminar
Semester:	2		
Prerequisites:	Level B2		
Lecturer:	Lawrie Moore-Walter		

Assessment:

Continuous assessment

Content:

Expansion of vocabulary 2: media English
presentation: techniques
Reading and writing skills 2: media English

English IV (2 ECTS credits)

Degree	Marketing and Communication	Semester:	Summer Semester
Programme:	(Bachelor)	Type:	Seminar
Semester:	4		
Prerequisites:	B2 level		
Lecturers:	Deirdre Glynn, Stephen Hardaker		

Assessment: continuous assessment

Content:

This course focuses on the acquisition of English as a language of economics. In the oral part, the students are taught soft skills such as the conducting of meetings and negotiations, and put them into practice.

- Enhancing written English skills to enable effective written communication in the workplace.

German 1 (3 ECTS credits)

Degree Programme:	all	Semester:	Summer Semester
Semester:	any	Type:	Seminar
Prerequisites:	No previous or little knowledge of German at level A1 according to the CEFR (Common European Framework of Reference for Languages)		
Lecturers:	Helma Spannagl-Schmoll, Andrea Richter		

Assessment: continuous assessment; written end-of-semester exam

Content:

The course content is designed to support students in their everyday life in a German speaking environment.

Topics:

Greetings, introducing oneself, using numbers (time, age, price), ordering food and shopping, making appointments, naming everyday things;
countries of origin, family and work, leisure activities, university of applied sciences and campus;

Placement tests and consultation for learners of all levels at the beginning of the semester.

German 2 (3 ECTS credits)

Degree Programme:	all	Semester:	Summer Semester
Semester:	any	Type:	Seminar
Prerequisites:	Basic knowledge at level A1 exceeding the course content of German 1		
Lecturers:	Andrea Richter		

Assessment: continuous assessment; written end-of-semester exam

Content:

The course content is designed to support students in their everyday life in a German speaking environment.

Topics:

- Ordering in a restaurant, eating habits, leisure activities, childhood
- Holiday plans, cultural life in Austria
- Expressing surprise and interest

Placement tests and consultation for learners of all levels at the beginning of the semester.

Marketing Communication Skills (2 ECTS credits)

Degree Programme:	Digital Marketing & Communication (Master)	Semester:	Summer Semester
Semester:	2	Type:	Seminar
Prerequisites:	Level B2		
Lecturer:	Rebecca Turner		

Assessment: Course-continuing assessment

Content:

- Promoting fluency development further in the areas of
 - Presenting / Pitching
 - Leading / participating in discussions

- Process-oriented communication with stakeholders
- Vocabulary expansion in the field of marketing and communication
- Enhancing written English skills to enable effective written communication in the workplace
- Media and marketing related written texts and audio / audio-visual material

Next Level Communication Workshop (2 ECTS credits)

Degree Programme:	Digital Media Management (Master)/ Digital Marketing & Communication (Master)	Semester:	Summer Semester
Semester:	1-6	Type:	Additional Teaching Offer
Prerequisites:	none		
Lecturer:	Eliot Mannoia		

Assessment:

Final presentation

Content:

The boot camp is a condensed simulation of a professional workday in marketing. In the Social Media Boot Camp an international campaign will be developed within two days with incoming as well as local students at St. Pölten UAS.

As a scenario, an international set-up of a marketing organisation will be defined. Incoming students will represent the teams in their home markets. For the simulation, the Austrian participants in the boot camp will be divided into individual departments of a central marketing unit (= core team in the simulated headquarters).

Day 1:

- Introduction to Social Media Management with the Listening Tool from <https://www.sprinklr.com/de/>
- Teambuilding for the formulation of a task
- Task: briefing for an international campaign (brand, target group, target definition)

Day 2:

- Development of the campaign in international teams with ongoing mentoring by experts / lecturers
- Ongoing coordination during the day with the nominated core team
- Presentation of the individual measures in the international markets (basis for the grading of incoming students)
- Final presentation of the core team
 - Presenting / Pitching
- Process-oriented communication with stakeholders

Scientific English (2 ECTS credits)

Degree Programme:	Digital Business Communications (Master)	Semester:	Summer Semester
Semester:	2	Type:	Seminar
Prerequisites:	Level B2		
Lecturers:	Catherine Gschwentner		

Assessment: continuous assessment

Content:

Scientific vocabulary, text structure, sentence structure, punctuation, semantic assessments, selfmentioning (author in the text), citation styles and quotes

Scouting Austrian Culture – *in English* (3 ECTS credits)

Degree Programme:	All	Semester:	Summer Semester
Semester:	Any	Type:	Seminar
Prerequisites:	None		
Lecturers:	Helma Spannagl-Schmoll		

Assessment: continuous assessment

Content:

Some topics will be a fix part of the course content, such as

- the Republic of Austria and the federal states
- geography and landmarks of Austria
- typical food and drinks
- traditions and holidays

Some Austria-related topics can be individually chosen by the students, such as history, sciences, music, sports, etc.

Cross-cultural comparison and exchange will be part of the programme. A special focus is on current topics of general interest, this semester on artificial intelligence.

Two excursions will be part of the programme: One related to the topic "Typical Foods and Drinks" (half a day), one on Media Arts and Artificial Intelligence (full day). Costs for the excursions are paid by the participants.

Search Engine Advertising (2 ECTS credits)

Degree Programme:	Digital Marketing & Communication (Master)	Semester:	Summer Semester
Semester:	2	Type:	Seminar
Prerequisites:	Previous knowledge/mastery of communication technology and regulatory approaches for media systems		
Lecturer:	David Dobrowsky		

Assessment:

Final examination

Content:

The students have comprehensive knowledge of the functions and operating principles of search engine advertising, especially Google AdWords. They have also gained experience in the practical implementation of SEA campaigns.

- Strategies of search engine advertising
- Application areas of search engine advertising
- Operating principles of SEA Tools (Google AdWords)
- Audience-targeting with SEA
- Campaign structure (campaigns, ad groups, keywords and ads)

- Performance measurement of SEA campaigns
- If possible: Google Online Marketing Challenge

Special Lecture Live and Event Marketing (3 ECTS credits)

Degree	Digital Marketing & Communication (Master)	Semester:	Summer Semester
Programme:		Type:	Lecture
Semester:	2		
Prerequisites:	none		
Lecturers:	Hello Haas		

Assessment: Final Exam

Content:

The students acquire in-depth knowledge and skills from the field of event management. In this context, the focus is on the discussion of special topics and content of this subject area.

The main focus of the course is on the “effect” of events and the presentation of cases. This applies to the use of singular events as well as the combination of events and other communication instruments (e.g. public relations, sponsoring, advertising and direct marketing). The course addresses both the cognitive level of effects and the affective and conative levels.

The Media Project – Visual Communication in Advertising (9 ECTS credits)

Degree	Additional Teaching	Semester:	Summer Semester
Programme:	Offer	Type:	Seminar
Semester:	all		
Prerequisites:	none		
Lecturer:	Irmgard Wetzstein		

Assessment:

Course-continuing assessment

Content:

Input: theories and methods of visual communication research in advertising, case studies, readings, quizzes

Case study: best & worse practices

Analysis: advertising themes and campaigns, deduction of lessons learned

Development: (visual) communication strategies

Campus & City Radio (2 ECTS credits)

Degree	All	Semester:	Summer Semester
Programme:		Type:	Optional subject
Semester:	Any		
Prerequisites:	None		
Lecturers:	Dave Dempsey		

Assessment: continuous assessment

Content:

In the St. Pölten UAS' very own radio studio, students have the chance to learn how to make radio from a real expert: Lecturer Dave Dempsey from the US is the host of the FM4

morning show by the Austrian Public Broadcasting Corporation ORF.

Students of the optional subject 'Campus and City Radio' acquire basic skills in hosting, interviewing, and creating radio features. Then they jump right into working from the studio and go live on air. Students may join Dave Dempsey in hosting shows and interviewing musicians or create their own radio shows in English or their mother tongue.

Data & Business Analytics (5 ECTS credits)

Degree Programme:	Management and Digital Business (Bachelor)	Semester:	Summer Semester
Semester:	4	Type:	Seminar
Prerequisites:	none		
Lecturers:	Thomas Delissen		

Assessment: continuous assessment

Content:

- definition and distinctive characteristics of business intelligence and business analytics
- relevant tools and relevance and fields of application of data and business analytics
- legal aspects of data analytics
- data categories
- information journey process: data research, data cleansing, preparing data for specific visualisation programmes, data transformation, data integrity
- overview of data analysis (framing, allocation, analytics, preparation)
- types of data analytics in detail (descriptive, predictive and prescriptive analytics)
- relevant analysis methods such as data mining (cluster, association, outlier, regression, classification, time-series analysis, etc.), simulation procedures, text mining, analysis procedures based on algorithms, and web analytics tools

How to Make News & Inspiration (3 ECTS credits)

Degree Programme:	Media Management (Bachelor)	Semester:	Summer Semester
Semester:	2	Type:	Seminar
Prerequisites:	none		
Lecturers:	tba		

Assessment: continuous assessment with project submissions

Content:

Students

- plan and complete a project within two weeks
- reflect on the study contents of the second semester in English
- acquire skills such as hosting, giving and accepting feedback, leading interviews, organising negotiations
- apply the contents of the second semester to case studies
- document and present their work in e-portfolios
- design and implement news contents and formats for certain target groups according to journalistic and economic principles

I Living Lab (3 ECTS credits)

Degree	All	Semester:	Summer Semester
Programme:			
Semester:	Any	Type:	Optional subject
Prerequisites:	none		

Content:

I Living Labs are course units in a study programme (or extracurricular course units) in which teams of students set to work on a challenge. This challenge is a complex problem that confronts an entrepreneur, (non-profit) organisation or local government for example, for which there is no cut-and-dried solution and for which a solution can have a positive impact on the region they are located in.

The student teams working together over the course of several weeks in the I Living Lab have the benefit of profiting from all the individual backgrounds of each student – coming from different study programmes, different countries and being equipped with different skills, the teams represent a diverse mix of people, each bringing in their own strengths to solve the challenge they are working on. This is what we call trans-disciplinary work - and it's also an important component in the tool belt of future jobs. Students will also work with entrepreneurs, policymakers, citizens, researchers, and other groups of people, who may offer a different perspective on the challenge the students are facing. Finally, education professionals will supervise the students in every step along the way. They are not there to tell them what to do and how to do it, but to coach the teams and provide maximum support.

Innovation Management (3 ECTS credits)

Degree	Management and Digital	Semester:	Summer Semester
Programme:	Business (Bachelor)		
Semester:	2	Type:	Seminar
Prerequisites:	Basics of applied programming and project management		
Lecturers:	Nicole Lettner		

Assessment: continuous assessment

Content:

- goods vs. services innovation
- the innovation process
- methods of customer integration
- creativity techniques
- the Blue Ocean Strategy
- analysis and selection criteria
- establishing an organisational culture of innovation
- case examples

Innovation Management and Product Development (5 ECTS credits)

Degree	Digital Innovation and	Semester:	Summer Semester
Programme:	Research (Master)		
Semester:	2	Type:	Seminar
Prerequisites:	none		

Lecturers: tba

Assessment: continuous assessment with final presentation

Content:

An invention is a creative achievement as a result of research and development, the first technical realisation of a new problem solution. Innovation is the economic application of a new solution to a problem, i.e. it leads to an economic optimisation of the exploitation of knowledge. In the context of the innovation process and product development, many boundary conditions have to be considered and product and process questions have to be examined.

The challenges of an innovation process and the connections between invention, innovation and product development are the contents of this course.