



Spotlight on Digital Business II

Summer Semester 2025

**Language of instruction:
English**

Last updated: 25 September 2024

Spotlight on Digital Business Module¹

Subject Code	Subject	Type	ECTS credits
MMS-2	Data Management ²	Seminar/Lecture	5
EFH-6	Emotional & Artificial Intelligence Workshop	Additional Teaching Offer	3
EFH-1	German 1	Seminar	3
EFH-1	German 2	Seminar	3
EFH-6	Innovation & Entrepreneurship	Additional Teaching Offer	3
MMK-2	Marketing Communication Skills ²	Seminar	2
MBC-2	Scientific English ²	Seminar	2
EFH-1	Scouting Austrian Culture (in English)	Seminar	3
MMK-2	Search Engine Advertising ²	Seminar	2
MMK-2	Special Lecture Event and Live Marketing	Lecture	3
EFH-6	The Media Project – Crisis Communications & Issues Management	Additional Teaching Offer	9

Additional courses that are open to Spotlight Module students¹

Subject Code	Subject	Type	ECTS credits
EFH-0	Campus & City Radio ³	Optional Subject	2
BMD-4	Data Business & Analytics ^{2 3}	Seminar	5
BMK-4	English IV ^{2 3}	Seminar	2
BMM-2	How to Make News & Inspiration ^{2 3}	Seminar	3

¹ might be subject to changes

² course places for incomings students might be limited

³ overlaps with other courses are possible

Course Descriptions

Data Management (5 ECTS credits)

Degree Programme:	Digital Management and Sustainability (Master)	Semester:	Summer Semester
Semester:	2	Type:	Seminar/Lecture
Lecturer:	Tassilo Pellegrini		

Assessment:

Course-continuing assessment

Content:

- Definition, distinctive features and areas of application of business intelligence and business analytics and relevant tools in both areas (including OLAP, Cognos, etc.)
- Relevance and application areas of data and business analytics and related legal aspects
- Data types (big data/open data/linked data)
- Information journey process: data research – data cleansing – data preparation for specific visualisation programmes
- Data transformation and data integrity
- Overview of data analysis (framing, allocation, analytics, preparation)
- Partial analytics processes (descriptive analytics, predictive analytics, prescriptive analytics) in detail including relevant analysis methods such as data mining (cluster, association, regression, classification, time series analysis, etc.)
- Simulation processes
- Text mining
- Algorithm-based analysis processes
- Web analytics/Google analytics

Emotional & Artificial Intelligence Workshop (3 ECTS credits)

Degree Programme:	none	Semester:	Summer Semester
Semester:	1-6	Type:	Additional Teaching Offer
Prerequisites:	none		
Lecturer:	Eliot Mannoia		

Assessment:

Final presentation

Content:

- Emotional intelligence and technology
- Introduction to artificial Intelligence (use-cases)
- EI and leadership best practices
- Data analysis and storytelling
- Personality development
- Psychology / Behavioural Psychology
- Innovation through empathy
- Digital communications
- Advanced technologies and interfaces

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.

Innovation & Entrepreneurship (3 ECTS credits)

Degree Programme:	none	Term:	Winter Semester
Semester:	any	Type:	Additional Teaching Offer
Prerequisites:	Please review these Harvard Business School cases and be prepared to discuss them at the beginning of the workshop: 5 Examples of Design Thinking In Business https://online.hbs.edu/blog/post/design-thinking-examples		
Lecturer:	Eliot Mannoia		

Assessment: Presence, participation and group work, final grade (1-5)

Content:

- Life and mindset as an entrepreneur
- Intrapreneurship - driving innovation within your organisation
- Market analysis and opportunity identification
- AI and technology innovation and transformation
- Radical different ways of thinking
- Creativity and ideation techniques
- Business model innovation
- Design thinking and prototyping
- Network power - networking and building relationships
- Managing a culture of change
- Pitching and presentation skills

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

Scientific English (2 ECTS credits)

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

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:	2	Type:	Lecture
Semester:	none		
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 – Crisis Communications & Issues Management (9 ECTS credits)

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

Assessment:

Course-continuing assessment

Content:

Students learn techniques for identifying the stages of crisis communications for an organisation starting with the process of issues identification and management and continuing through the creation of strategies and tactics before, during and after an image crisis hits the organisation. The student's ability to integrate social media and media relations tactics is demonstrated with the creation of a final crisis communications plan for an organisation of the student's choice.

Campus & City Radio (2 ECTS credits)

Degree	All	Semester:	Summer Semester
Programme:	Any	Type:	Optional subject
Semester:	None		
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

English IV (2 ECTS credits)

Degree Programme:	Marketing and Communication (Bachelor)	Semester:	Summer Semester
Semester:	4	Type:	Seminar
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.

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