University of Applied Sciences St. Pölten

# Spotlight on Digital Business II

## Summer Semester 2027

Language of instruction: English

Last updated: 14 September 2026

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EUDRES

# Spotlight on Digital Business Module[1]

| 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-1** | German 3 | 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** |
| **MMS-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 Public Relations | Lecture | **3** |
| **EFH-6** | The Marketing Project | Additional Teaching Offer | **9** |

# Additional courses that are open to Spotlight Module students[1]

| 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** |
| **BMD-2** | Logistics[2 \| 3] | Seminar/Lecture | **2** |

[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:** | Giray Havur |

### 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 |
| **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) |
| **Lecturer:** | 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, USTP – University of Applied Sciences St. Pölten 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 |
| **Lecturer:** | 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.

# German 3 (3 ECTS credits)

| | |
|---|---|
| Degree Programme: | all |
| Semester: | Summer Semester |
| Semester: | any |
| Type: | Seminar |
| Prerequisites: | Basic knowledge at level A2 exceeding the course content of German 1 & 2 |
| Lecturer: | Fabian Ransmayr |

## 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:

- Everyday topics, such as travel, hobbies, family, shopping, work, studies, directions, etc.
- Reading short menus, job ads, and simple news
- Writing simple messages and emails
- Asking and answering simple questions and handling basic transactions (restaurant, ticket purchase)
- Basic grammar rules at level B1

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

# Innovation & Entrepreneurship (3 ECTS credits)

| | |
|---|---|
| **Degree Programme:** | **none** |
| **Semester:** | Summer 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<br><br>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:** | B2 level according to CEFR |
| **Lecturer:** | Rebecca Turner |

## Assessment:

Course-continuing assessment

## Content:

- Promoting fluency development further in the area 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:** | B2 level according to CEFR |
| **Lecturer:** | tba |

## Assessment:

continuous assessment

## Content:

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

# Scientific English (2 ECTS credits)

| | |
|---|---|
| **Degree Programme:** | Digital Management and Sustainability (Master) |
| **Semester:** | Summer Semester |
| **Semester:** | 2 |
| **Type:** | Seminar/Lecture |
| **Prerequisites:** | B2 level according to CEFR |
| **Lecturer:** | tba |

## Assessment:

continuous assessment

## Content:

Poster presentations based on academic research (group work); analysing academic texts to support poster research and facilitate discussions; leading relevant in-depth discussions relating to texts (Reader Response Portfolio), academic language use, goal setting, and self-reflection of attainment

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

| | |
|---|---|
| **Degree Programme:** | All |
| **Semester:** | Summer Semester |
| **Semester:** | Any |
| **Type:** | Seminar |
| **Lecturer:** | 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:

- 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 Public Relations (3 ECTS credits)

| | |
|---|---|
| **Degree Programme:** | Digital Marketing & Communication (Master) |
| **Semester:** | Summer Semester |
| **Semester:** | 2 |
| **Type:** | Lecture |
| **Lecturer:** | Bernhard Krumpel |

## Assessment:

final examination

## Content:

This lecture is designed to provide students who already possess a foundational understanding of public relations and wish to deepen their expertise in selected areas of the discipline. Next to learning theoretical and theory-based content, the students will transfer their knowledge to the practical realm of PR, e.g., by analysing current examples of campaigns. The students will develop in-depth expert knowledge of PR theory and hone their transfer competencies (applying PR theory in practice and in applied research projects).

# The Marketing Project (9 ECTS credits)

| | |
|---|---|
| **Degree Programme:** | Additional Teaching Offer |
| **Semester:** | Summer Semester |
| **Semester:** | all |
| **Type:** | Additional Teaching Offer |
| **Lecturer:** | Carina Wagner-Havlicek |

## Assessment:

Course-continuing assessment

## Content:

Students form teams to work on a marketing case study. The main content covers an analysis of the market, target group and competition and the systematic application of the marketing mix (7 Ps). Drawing on their initial work, the students develop, document, and present a consistent marketing concept accompanied by concrete measures. The seminar output is a fully developed case study with an integrated analysis of the 7 Ps.

# Campus and City Radio (2 ECTS credits)

| | | | |
|---|---|---|---|
| Degree Programme: | all | Term: | Winter semester |
| Semester: | any | Type: | Optional subject |
| Prerequisites: | none | | |
| Lecturer: | Dave Dempsey | | |

## Assessment:

Continuous assessment

## Content:

In USTP – University of Applied Sciences St. Pölten's 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 |
| Lecturer: | Giray Havur |

## Assessment:

continuous assessment

## Content:

- definition and distinguishing features and areas of application 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 types
- information journey process: data research, data cleansing, preparing data for specific visualisation programmes, data transformation, data integrity
- 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 according to CEFR |
| **Lecturer:** | Rebecca Turner |

## 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.

# How to Make News & Inspiration (3 ECTS credits)

| | |
|---|---|
| **Degree Programme:** | Media Management (Bachelor) |
| **Semester:** | Summer Semester |
| **Semester:** | 2 |
| **Type:** | Seminar |
| **Lecturer:** | 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

# Logistics (3 ECTS credits)

| | | | |
|---|---|---|---|
| Degree Programme: | Management and Digital Business (BA) | Term: | Summer semester |
| Semester: | 3 | Type: | Lecture/seminar |
| Lecturers: | Alexandra Anderluh | | |

## Assessment:

Written examination at the end of the semester und course-continuing assessment.

## Content:

Logistics concept and characterisation (origin, logistics as functional specialisation, characteristics), function-specific subsystems (storage and warehousing, transport, handling), phase-specific subsystems (procurement, production, distribution, spare parts logistics, disposal), modes of transport (road, rail, sea, air, pipeline), international contexts, digitalisation in logistics.