



FH Salzburg
Betriebswirtschaft

Syllabus

Course Title	Digital Economy
Instructor Name & Contact Information	Michael Bermadinger, +43 664 88 273 273 mbermadi@fh-salzburg.ac.at
Study Program / Course ID	IBM
Semester, Study Year	Incoming Students
ECTS / SWS (Semester Credit Hours) / Contact Units	SWS 2 / Contact Units 28
Course Type	ILV
Prerequisites	B2 CERF in Englisch
Language of Instruction	English
Moodle course ID (SPA)	
Course recognition contact	
Attendance criterion	

Grading scale	Assessment modes & weighting
Excellent 93% - 100% Good 83% - 92% Satisfactory 70% - 82% Adequate 50% - 69% Fail 0% - 49%	50% participation 50% project work
Second and third exam dates are scheduled during semester assessment weeks.	

Course description:

Students dive into the world of eBusiness Models, learning about different ways businesses operate online. Exploring how companies sell to other businesses (B2B), to individual customers (B2C), and new ideas like the sharing economy. Through real-life examples, students understand how successful online businesses work.

By the end of the course, participants will be able to carefully study and pick the right models for different industries, evaluate the impact of new technologies, and create plans for successful online ventures.

This course mixes theory with real-world applications and more than 15 years practical experience of the lecturer, giving you skills to handle the changing world of online business.

Students will be prepared for the opportunities and challenges in the digital business world and will elaborate their knowledge in a final project work – setting up a comprehensive strategy for a small retailer migrating to the digital world.

Learning outcomes:

Knowledge acquisition:

- Understanding and arguing eBusiness Models and connected tools purposefully.
- Understanding the tasks of digital key performance indicator analysis in the context of customer data, marketing, and sales.

Methodological Competence:

- Based on practical cases in specific areas, students can develop solutions that meet both the requirements of theory and practice.

Self-Competence:

- Action-oriented in a situation of information overload.

Furthermore, students' abilities are fostered to:

- Develop action/solution approaches for complex practical issues and evaluate them in terms of their implementation possibilities.

Present and argue results/solutions/ideas orally in a factual, logical, and structured manner, and demonstrate or defend the contribution of the team's result within the framework of an overall solution to an organizational task.

AI policy:

Recommended literature and course materials:
Kollmann, T. (2019), E-Business; Springer Gabler Kreutzer, R.T. (2021), Online-Marketing; Springer Gabler Kumar, V. & Reinartz, W. (2018). Customer Relationship Management Concept, Strategy and Tools, Springer 2 Papers