

**COMILLAS**

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2026 - 2027**TECHNICAL SHEET OF THE SUBJECT**

Data of the subject	
Subject name	Technology and Society
Subject code	IBS-MBA-517
Main program	Official Master's Degree in Business Administration - MBA
Involved programs	Máster Universitario en Administración de Empresas (MBA) [First year] Máster Universitario en Ingeniería de Telecomunicación y Mást. Univ. en Administración de Empresas [First year] Máster Universitario en Ingeniería Industrial y Máster Universitario en Administración de Empresas [First year]
Level	Posgrado Oficial Master
Quarter	Semestral
Credits	1,0 ECTS
Type	Optativa
Department	Departamento de Gestión Empresarial
Coordinator	Santiago Ojeda Couchoud
Office hours	Write to: sojeda@comillas.edu
Course overview	Relationship between technological and societal change, with a special focus on the business-technology relationship, and from both humanistic and historical approaches.

Teacher Information	
Teacher	
Name	Santiago Ojeda Couchoud
Department	Facultad de Ciencias Económicas y Empresariales (ICADE)
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
The course aims at offering some fundamental ideas to understand the relationship between technology and society, so that the student may develop the ability to analyze the societal impact and government alternatives of different technological possibilities, at present and in the future, seeing both of them as components of a complex, deeply interrelated system. Those ideas are presented historically, reviewing how from the deep past of our species (Paleolithic) the steady accumulation of technological changes has allowed us to develop more complex societies, with a greater dominion over our natural environment, demanding an ever greater specialization from its members, and posing ever greater risks that today put in question our very survival. It highlights the interplay between "social" technologies (from the creation of priestly castes that are the origin of today's politicians and corporate directors to the crystallization of complex markets and the definition of an "economic" sphere to allocate the social product) and "scientific" ones (that allow us to increase the productivity of agriculture, energy capture, communication and construction of artificial



habitats in which we dwell), and the role that managers play in deploying both to better or worsen the lives of the citizens of our hyper-technological nation-states, within a globalized world-system.

Competencies - Objectives

Competences

GENERALES

CG01	Analytic and synthesis cognitive capacities applied to business situations and managing and organisation problems.	
	RA01	Describe, relaciona e interpreta situaciones y planteamientos de nivel elevado de complejidad.
	RA02	Selecciona los elementos más significativos y sus relaciones en las situaciones planteadas.
	RA03	Identifica las carencias de información y establece relaciones con elementos externos a la situación planteada.
CG02	Management of data and information as key elements for decision-making and for identification, formulation and resolution of business problems.	
CG05	Ethical commitment with a behaviour based in moral principles and those principles of the organisation when facing moral dilemmas and corporate social responsibility issues.	
	RA01	Participa de forma activa en el trabajo de grupo compartiendo información, conocimientos y experiencias.
	RA02	Se orienta a la consecución de acuerdos y objetivos comunes.
	RA03	Desarrolla sensibilidad por las opiniones y sentimientos de miembros del grupo para hacer que se incorporen todos los miembros del equipo en el trabajo común.
	RA04	Maneja las claves para propiciar el desarrollo de reuniones efectivas.
CG06	Time management capacity with the purpose of improving personal and team efficiency within business organizations, its environment and its management.	
CG09	Knowledge, understanding and handling of tools for diagnosis of the competitive position of a company, and designing and executing the company's strategic plan.	

ESPECÍFICAS DE OPTATIVIDAD

CEO06-INTE	Conocimiento, comprensión y evaluación de la relación entre el cambio tecnológico en las empresas y el cambio en las sociedades humanas
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THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

1. Introduction – Methodology, System thinking, Organization & Society



2. How to build a technological society – From the Neolithic to the Industrial Revolution
3. From mastering atoms to mastering bits – From the IR to Information Technologies
4. The revolution that wasn't – The impact of IT in our lives today
5. The latest promise – AI and... the end of humanity?

TEACHING METHODOLOGY

General methodological aspects of the subject

AI can and should be used at level 3 (<https://aiassessmentscale.com>) for the preparation of assignments where this is specified.

The assessment of its use will be comparative and based on the resulting content presented to the instructor.

The LLM engine must always be credited as a partial author of the answers. For example: modified from XXX's answer.

In-class Methodology: Activities

Internet research in groups

CG02, CG06, CG09

Participation in Class discussion, answer to challenges posed in class

CG02, CG06

Non-Presential Methodology: Activities

Study of the points researched in the lesson. Formulation of questions.

CG02, CG06, CG09

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS		
Lectures of an expository nature	Debates	Lectures of an expository nature
5.00	5.00	2.00
NON-PRESENTIAL HOURS		
Study and documentation	Monographic and research work, individual or group work	
7.50	7.50	
ECTS CREDITS: 1,0 (27,00 hours)		

EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.



Evaluation activities	Evaluation criteria	Weight
Group answer to challenges presented in class	Comparative. Adequate short answer identifying the key concepts presented, the relationship between them and how they allow a response to the challenge.	30 %
Final exam, 50 min long	Ability to identify true and false sentences relating to the theme of the course. Ability to develop a short synthesis of some points. Personal reflection on a single point of the course.	50 %
Group dynamics and internet research during classtime, in response to the challenges presented	Active participation, contribution to class dynamic (answering the teacher and other students' questions) and critical, questioning attitude.	20 %

Ratings

Evaluation in regular period

The minimum passing grade is 5.0/10.0, which is composed according to the percentages mentioned in 'Evaluation Activities'.
The grade of the 'Group Research' activities will be applied only to the members of the group present during the elaboration of the corresponding paper in classtime. Students absent will receive 0, whatever the corresponding grade of the group in that session.

Evaluation in extraordinary period

The grade in Research Activities developed during classtime is kept for all students. There is no possibility of recovering grades for sessions in which a student has been absent.

The minimum passing grade is 5.0/10.0, which is composed according to the percentages mentioned in 'Evaluation Activities'.

Students with an attendance waiver

Students with an attendance waiver must send the official paper to the professor before the second session.

In that case, the final exam will make 100% of the final grade.

WORK PLAN AND SCHEDULE

Activities	Date of realization	Delivery date
Answer to 1st challenge	10-9-2026	14-9-2026
Answer to second challenge	17-9-2026	22-9-2026



Answer to third challenge	24-9-2026	28-9-2026
Answer to fourth challenge	1-10-2026	5-10-2026
Answer to fifth challenge	4-10-2026	8-10-2026
Final exam	15-10-2026	

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

- Beckert, Sven

Capitalism. A Global History, Allen Lane, 2025

- Elias, Norbert

The Civilizing Process. Sociogenetic and Psychogenetic Investigations, Wiley-Blackwell, 2000 (1st edition in German in 1939)

- Graeber, David & Wengrow, David

The Dawn of Everything. A New History of Humanity, Penguin, 2022

- Luhmann, Niklas

Introduction to System Theory, Polity, 2012 (1st edition in German in 2002, presenting lectures delivered in 1991/92)

- Needham, Joseph

The Grand Titration. Science and Society in East and West, Routledge, 2005 (1st edition 1969)

- Smil, Vaclav

Energy and Civilization. A History, MIT Press, 2018

- Weber, Max

Economy and Society, Harvard University Press, 2019 (1st edition in German in 1921/22)

Complementary Bibliography

Readings proposed by the instructor from open sources available on the internet and specific books on each one of the chapters presented in class (listed in the presentations available in Moodle)