

**COMILLAS**

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

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

Data of the subject	
Subject name	Ethics in the Digital Era
Subject code	E000015171
Main program	Bachelor's Degree in Business Analytics
Involved programs	Grado en Análisis de Negocios/Bachelor in Business Analytics [Fourth year]
Quarter	Semestral
Credits	3,0 ECTS
Type	Obligatoria (Grado)
Department	Departamento de Gestión Empresarial
Coordinator	José Luis Rey Pérez (jlrey@comillas.edu)
Office hours	Martes de 16,15 a 18,15 y Jueves de 16,00 a 18,00. Despachjo C-311

Teacher Information	
Teacher	
Name	Carlos Carbajo Íñigo
Department	Departamento de Gestión Empresarial
E-Mail	ccarbajo@icade.comillas.edu

SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject	
Competencies - Objectives	
Competences	
Learning outcomes	
CM5	Resultados del proceso de Formación y de Aprendizaje. CM5. Discierne, elabora y transmite ideas y soluciones que respondan a los problemas ecosociales desde una perspectiva ética, alienadas con los Objetivos de Desarrollo Sostenible.
RA 1	2. Ética en la Era Digital/ Ethics in the Digital Age (3 ECTS). RA 1. El estudiante es capaz de conectar la Ética y la RSE con elementos tales como la estrategia, el Marketing, la Dirección Financiera, la Gestión de Personas en la Organización, conociendo los principales problemas éticos y de responsabilidad social, y argumentando racionalmente sus propias opiniones y posturas.
RA 2	2. Ética en la Era Digital/ Ethics in the Digital Age (3 ECTS). RA 2. El estudiante es capaz de aplicar la metodología deliberativa de decisión ética para abordar el impacto personal, social y medioambiental de su actividad empresarial, tanto a escala local como global.



RA 3	2. Ética en la Era Digital/ Ethics in the Digital Age (3 ECTS). RA 3. El estudiante es capaz de reconocer los dilemas éticos esenciales relacionados con la inteligencia artificial y la revolución 4.0 en especial aquellos relacionados con los principios de beneficencia, autonomía, justicia y responsabilidad.
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THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

THEMATIC AREAS

- The implications and influence of Ethics, Corporate Social Responsibility (CSR), Sustainability, and Artificial Intelligence (AI) on decision-making processes carried out across the different areas and departments of a company.
- The interrelationship between Ethics, CSR, and Sustainability and areas such as strategy, marketing, finance, information, and people management within the organization. Ethical challenges in business management in a globalized and digitalized world.
- Identification of the ethical and moral values prevailing within the company, as well as the ethical dilemmas arising in the course of its activities, with particular attention to the digital era in which we live.
- Identification and discussion of ethical dilemmas specifically related to the management and use of information based on big data.
- Defining ethical practices in data analytics and AI. Re-examining the concept of privacy and its limits. Data protection and privacy in the Internet of Things (IoT). Ethical use of algorithms.
- CSR management and assessment tools. The role of codes of conduct governing the use of data across different industries.
- Alternative perspectives on the role of business based on an ethical consideration of organizational processes and the aim of placing social justice and sustainability at the heart of the economic system. New management approaches and tools for addressing the social and environmental impact of business activities at both local and global levels.

TEACHING METHODOLOGY

General methodological aspects of the subject

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS		
Lecciones de carácter expositivo	Ejercicios y resolución de casos y de problemas	Otras actividades, seminarios, talleres, simulaciones, dinámicas de grupo, etc
10.00	10.00	10.00
NON-PRESENTIAL HOURS		
Trabajos monográficos y de investigación, individuales o colectivos	Estudio y lectura organizada	Sesiones tutoriales
15.00	25.00	5.00
ECTS CREDITS: 3,0 (75,00 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



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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
FINAL EXAM The final exam will consist of a written test covering the theoretical content studied in the course, as well as its application. Under no circumstances may it be divided into separate exercises or exams.	The following will be assessed: • Understanding and reasoned explanation of the theoretical concepts. • Ability to synthesize and relate the concepts. • Connection between theoretical concepts and actual professional practice. • Presentation, grammatical accuracy, and spelling.	50 %
CONTINUOUS ASSESMENT Throughout the course, various activities and assessments of different kinds (one-minute papers, debates, and practical case studies) will be carried out to facilitate ongoing monitoring of the course and enable students to track and assess their own learning process.	The following will be assessed: • Critical thinking skills. • Ethical commitment to the principles discussed. • Understanding of the social impact of various measures.	25 %



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GROUP WORK The assignment will be determined during the first week of the course. Under no circumstances will it exempt students, either fully or partially, from taking the final examination.	The assessment criteria (rubric) for the group work, together with the formal requirements concerning length and submission deadlines, will be provided by the instructor at the beginning of the course. Students will be expected to demonstrate their ability to identify and distinguish the ethical principles and values that are effectively applied in different decision-making processes, as well as to critically assess their implications for the organization's activities, its people, and the broader social and professional environment. Submission of the written work within the established deadline and in the required format is an essential prerequisite for its presentation and oral defense before the instructor. The final grade for the group work will be based on the oral defense. Failure to comply with the established requirements regarding submission deadlines and formal requirements will result in the work being deemed ineligible for presentation and oral defense and will consequently lead to a failing grade.	25 %
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Ratings

Assessment and Examination Requirements

The average grade for case studies, reports, and exercises of any kind will only be calculated once the final examination has been passed. Otherwise, the final course grade will be the grade obtained in the final examination.

No assignment or exercise may constitute a full or partial exemption from the final examination.

Written Assignments

For written assignments, submission of the document by the established deadline and in the required format is an essential prerequisite for its presentation and oral defense before the instructor. The grade awarded for the assignment will be based on the oral defense.

Failure to comply with the established deadline or formal requirements will result in the assignment being deemed ineligible for presentation and oral defense and will consequently lead to a failing grade.

AI USE (LEVEL 3)

AI may be used to assist students in completing the task, including generating ideas, drafting, providing feedback, and evaluating their work. Students must critically assess and, where appropriate, modify AI-generated outputs, demonstrating their own understanding of the subject matter.

AI may be used for specific tasks, such as drafting texts, refining written work, and evaluating students' own work.



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Any AI-generated content used in the assignment must be critically evaluated.

All use of AI must be expressly disclosed in the assignment. Students must indicate which tools were used, the purposes for which they were used, and which outputs generated by these tools, whether modified or unmodified, have been incorporated into the work. Where applicable, students must also explain how such outputs have been modified.

Improper use of AI by students will be considered a serious academic offense, in accordance with the University's General Regulations, Article 168.2.e, concerning the "undertaking of actions intended to falsify or defraud academic performance assessment systems." The consequences may include "temporary expulsion for up to three months or prohibition from sitting examinations in the next examination period following the imposition of the sanction, in one or more of the subjects in which the student is enrolled, [...] in addition to receiving a failing grade (0) in the relevant subject, [...] [and] prohibition from sitting the examination for that subject in the following examination period."

The commission of a serious academic offense, such as plagiarism of previously published materials or cheating in an examination or other assessed activity, may result in the initiation of disciplinary proceedings and the loss of two examination opportunities.

Failure to attend more than 15% of the sessions may result in the loss of the right to sit the examination in the ordinary examination period. Failure to attend one of the hours of a double session will be counted as an absence from the entire session, regardless of whether or not the student attends the other hour.

Assignments and Exercises

Case studies, assignments, or reports submitted after the established deadline will be considered not submitted and will receive a grade of zero in the corresponding assessment component.

Assignments, exercises, or examinations of any kind that are not completed will, by default, receive a grade of zero, unless prior authorization has been granted.

If a student fails the course in the ordinary examination period, the grades obtained for the assignments, case studies, reports, or exercises specified in this course syllabus and submitted during the ordinary examination period may be carried forward to the extraordinary examination period. In such cases, the student will only be required to complete the assignments, case studies, reports, or exercises that were failed or not submitted.

Unless expressly stated otherwise, in all examination periods, examinations, assignments, and exercises of any kind must receive a grade of at least 5 out of 10 in order to pass.

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

AMO USANOS, R., LUMBRERAS SANCHO, S., NAVARRO MENDIZÁBAL, Í. (dirs.) (2026). *Ética de la Inteligencia Artificial*. Madrid: Dykinson.

CAMACHO LARAÑA I., FERNÁNDEZ FERNÁNDEZ J.L., MIRALLES MASSANÉS J., GONZÁLEZ FABRE, R. (2013). *Ética y Responsabilidad Empresarial*. Bilbao: Desclée de Brouwer.

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VILLAS, M., CAMACHO, J. (2022). *Manual de Ética Aplicada en Inteligencia Artificial*. Madrid: Anaya.

Complementary Bibliography

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Rawls, J. (1993). *Political Liberalism*. Cambridge University Press.

Zuboff, S. (2019). [*The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power*](#). PublicAffairs.