



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2025 - 2026

TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Ethics and Sustainability in the Digital Era
Subject code	E000009395
Main program	Grado en Análisis de Negocios/Business Analytics
Involved programs	Grado en Análisis de Negocios/Business Analytics y Grado en Relaciones Internacionales [Fourth year] Grado en Análisis de Negocios/Business Analytics y Grado en Derecho [Fourth year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	3,0 ECTS
Type	Obligatoria (Grado)
Department	Departamento de Gestión Empresarial
Coordinator	José Ángel Ceballos (Coord.)
Schedule	It will be determined at the beginning of the course.
Office hours	It will be determined at the beginning of the course.
Course overview	Implications and influence of Ethics, CSR and sustainability on the decision-making processes carried out in the different areas and departments of a company. Their interrelation with elements such as strategy, marketing, finance, information and people management in the organization. Identification of the ethical and moral values that prevail in the company, in order to derive from them the ethical dilemmas that arise in its activity. Ethical challenges of business management in a global and digitalized world. Identification and debate around the specific ethical dilemmas of management and the use of information based on massive data. The definition of ethical practices in data analytics. Review of the concept of privacy and its limits. Data protection and privacy of the "Internet of Things." The role of codes of conduct on the use of data in different industries. CSR management and evaluation tools. Alternative perspectives on business that are emerging, linked to the ethical consi

Teacher Information	
Teacher	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree



Professional practice requires the challenge of knowing how to contribute effort and knowledge in contexts where they will inevitably and daily be faced with dilemmas and ethical implications in the professional field, which not only affect the professionals themselves, but will also have consequences beyond their own lives.

To deal with these situations, a mere ethical sensitivity is not enough, which sometimes translates into assessments that are the result of mere uncritical subjective intuitions. On the contrary, they must be able to perceive the ethical implications of the situations they face and the consequences that may follow from their decisions, in order to be able to assume them responsibly. And this from the perspective of the rational and well-founded justification of their ethical criteria and assessments.

For all these reasons, together with specific training in their respective specialties, it is essential that future professionals be trained to know how to deal with the ethical implications of their activity in a solvent and responsible manner.

Prerequisites

None.

Competencies - Objectives

Competences

GENERALES

CG06	Habilidades interpersonales en la sociedad de la información: escuchar, argumentar y debatir	
	RA1	Utiliza el diálogo para colaborar y generar buenas relaciones, escuchando las opiniones de los demás y estableciendo diálogos constructivos
	RA2	Comunica sus ideas de manera efectiva y argumentada
CG08	Capacidad crítica y autocrítica en la sociedad de la información	
	RA1	Identifica los supuestos y las limitaciones de métodos y teorías
	RA3	Es capaz de construir un discurso propio, en un contexto de intercambio de opiniones.
CG09	Compromiso ético en la sociedad de la información	
	RA1	Persigue la excelencia en las actuaciones profesionales
	RA2	Se preocupa por las consecuencias que su actividad y su conducta pueden tener para los demás
	RA3	Incorpora en su discurso y en sus propuestas de actuaciones, las consecuencias que las mismas pueden tener para los distintos stakeholders de una organización global

ESPECÍFICAS

CE03	Identificar y resolver los dilemas éticos y de sostenibilidad que se presentan en los procesos de toma de decisiones inherentes a la actividad empresarial, reconociendo la complejidad que en la respuesta a dichos dilemas aporta un entorno digitalizado y global, con base en valores éticos y morales universales que se materializan en instrumentos de gestión y planificación estratégica
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	RA1	Es capaz de conectar la Ética y la RSE con elementos tales como la Estrategia, el Marketing, la Dirección Financiera y la Gestión de Personas en la organización
	RA2	Es capaz de aplicar enfoques y herramientas de gestión para abordar el impacto social y ambiental de su actividad empresarial, tanto a escala local como global.
	RA3	Es capaz de reconocer los dilemas éticos esenciales relacionados con la analítica de datos masivos, con énfasis en aquellos aspectos vinculados con la protección de datos y la privacidad

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

- Implications and influence of Ethics, CSR and sustainability on the decision-making processes that are carried out in the different areas and departments of a company.
- Interrelation of Ethics, CSR and Sustainability with elements such as strategy, marketing, finance, information and people management in the organization.
- Identification of the ethical and moral values that prevail in the company and ethical dilemmas that arise in its activity.
- Ethical challenges of business management in a global and digitized world.
- Identification and debate around the specific ethical dilemmas of the management and use of information supported by massive data.
- The definition of ethical practices in data analytics.
Review of the concept of privacy and its limits.
- Data protection and privacy of the internet of things.
The role of codes of conduct on the use of data in different industries.
- CSR management and evaluation tools.
- Alternative perspectives on the company linked to the ethical consideration of the processes and the expectation of placing social justice and environmental sustainability at the center of the economic system.
- New approaches and management tools to address the social and environmental impact of your activity, both locally and globally.

TEACHING METHODOLOGY

General methodological aspects of the subject

Methodology (in class): Activities

- Master Classes: The teacher using the methodology of the lecture, will offer a theoretical and conceptual framework of the discipline and of each theme, emphasizing the aspects and fundamental elements for its understanding.
- Analysis of Situations and Cases: Some of the sessions will analyse situations or issues that allow applying aspects indicated in the theory and that favour the development of argumentative capacity, analysis, synthesis and development of the moral reasoning.
- Analysis of Situations and Cases in groups: Analogous to the previous one, but carried out in small groups to facilitate a more intense dialogue among the students.
- Case Presentations prepared by the students individually or in groups, within or outside the classroom.

Methodology (out class): Activities

- Individual Study: Students must read and / or study the proposed materials.
- Activities: Students must perform individual or group tasks, to be assigned at the beginning of the subject, attending to the deadlines



that are established.

□ Mentoring: A mentoring system is offered and recommended, so that students can obtain indications and approaches from the teacher that can help them in the follow-up of the subject.

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS				
Lecciones de Carácter expositivo	Exposición pública de temas o trabajos	Ejercicios y resolución de casos y de problemas	Simulaciones, juegos de rol, dinámicas de grupo	Seminarios y talleres
10.00	7.00	10.00	10.00	7.00
NON-PRESENTIAL HOURS				
Ejercicios y resolución de casos y de problemas	Simulaciones, juegos de rol, dinámicas de grupo	Sesiones tutoriales	Estudios individual y/o en grupo, y lectura organizada	Trabajos monográficos y de investigación, individuales o colectivos
10.00	5.00	5.00	15.00	10.00
ECTS CREDITS: 3,0 (89,00 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
Final exam The final exam, of a theoretical-practical nature, will be a single exam and cannot be divided into different exams.	The following will be assessed: <ul style="list-style-type: none">• Understanding of concepts.• Application of concepts to the resolution of practical problems.• Analysis and interpretation of the results obtained in the resolution of problems.• Presentation and written communication.	50
Individual assignment. It will be determined in the first week of the course. In no case may it be of a total or partial exemption from the final exam.	The following will be taken into account: <ul style="list-style-type: none">• Understanding of concepts.• Application of concepts to the resolution of practical problems.• Analysis and interpretation of the results obtained in the resolution of problems.	20 %



Group work. It will be determined in the first week of the course. In no case may it be of a total or partial exemption from the final exam.	The following will be taken into account: <ul style="list-style-type: none">• Understanding of concepts.• Application of concepts to the resolution of practical problems.• Analysis and interpretation of the results obtained in the resolution of problems.	20 %
Student attendance and active participation in class.	Assessment and control criteria will be determined during the first week of the course.	10

Ratings

- The average grade for cases, reports, and exercises of any kind will only be determined when the final exam is passed. Otherwise, the grade corresponding to the exam will prevail as the final grade for the course.
- No assignment or exercise may be considered exempt, in whole or in part, from the final exam.
- For written assignments (individual, group, etc.), submission of the document on time and in the correct manner is considered an essential requirement for presentation and defense before the professor. The grade for the assignment will be based on the defense. Failure to comply with the deadline or formal requirements will result in the denial of the defense and the subsequent failure of the assignment.
- COLLABORATION WITH AI (Level 3):
 - AI can be used to assist in completing the assignment, including idea generation, writing, feedback, and assessment. Students must critically evaluate and modify the results suggested by the AI, demonstrating their understanding.
 - AI can be used to perform specific tasks, such as writing texts, refining, and assessing their work.
 - Any AI-generated content used must be critically evaluated.
 - Misuse of AI by students will be considered a serious offense, according to the University's General Regulations, art. 168.2.e: "carrying out actions intended to falsify or defraud academic performance evaluation systems." The consequences of this may include "temporary expulsion of up to three months or a ban from taking the final exam, or the imposition of a sanction, in one or more subjects in which the student is enrolled, [...] in addition to resulting in a failing grade (0) in the respective subject, [...] [and] a ban from taking that subject in the next session."
- Committing a serious academic offense, such as plagiarizing previously published materials or copying in an exam or other assessed activity, may lead to the opening of disciplinary proceedings and the loss of two sittings.
- Failure to attend more than 15% of the sessions may result in the loss of exam rights in the regular session. Failure to attend one of the hours of a double class will be counted as an absence from the entire session, regardless of whether the other session is attended.
- Assignments and Exercises:
 - Cases, assignments, or reports submitted after the deadline will be considered as missed and will be graded as zero in the corresponding section.
 - Assignments, exercises, or exams of any kind that are missed will be graded as zero by default (unless previously authorized).
 - In the event of failing the course in the regular session, the grades for the assignments, cases, reports, or exercises provided for in this teaching guide and submitted in the regular session may be applied to the extraordinary grade. In such cases, the student must only complete the assignments, cases, reports, or exercises that were failed or missed.
- Unless otherwise stated, in all exams, assignments, and exercises of any kind, a grade of at least 5 out of 10 is required to pass.

BIBLIOGRAPHY AND RESOURCES



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Basic Bibliography

Reference Manuals:

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

CAMACHO LARAÑA I., FERNÁNDEZ FERNÁNDEZ J.L., MIRALLES MASSANÉS, J. y GONZÁLEZ FABRE, R., Ética y Responsabilidad Social de la Empresa, Desclée de Brouwer, Bilbao, 2012.

CRANE, A. & MATTEN, D., Business Ethics (4th Ed.), Oxford University Press, New York, 2015.

GONZÁLEZ FABRE, R., Ética y economía, Desclée de Brouwer. Bilbao, 2005.

Complementary Bibliography

Throughout the course additional bibliographic references, articles or other materials of interest may be provided.

- Cortina, A. (2019). Ética de la inteligencia artificial. In Anales de la Real Academia de Ciencias Morales y Políticas (pp. 379–394). Ministerio de Justicia.
- Cortina, A. (2022). Los desafíos éticos del transhumanismo. Pensamiento. Revista de Investigación e Información Filosófica, 78(298), 471–483. <https://doi.org/10.14422/pen.v78.i298.y2022.009>
- Cortina, A. (2024). ¿Ética o ideología de la inteligencia artificial? El eclipse de la razón comunicativa en una sociedad tecnologizada. Paidós Estado y Sociedad
- Floridi, L., Cows, J., Beltrametti, M., Chatila, R., Chazerand, P., & Dignum, V. (2018). AI4People-An Ethical Framework for a Good AI Society: Opportunities, Risks, Principles, and Recommendations. Minds & Machines, 689–707. doi:<https://doi.org/10.1007/s11023-018-9482-5>
- Floridi, L. (2019). The Logic of Information: A Theory of Philosophy as Conceptual Design. Oxford University Press.
- Gómez Fernández, J.M. Economía y Valores Humanos. Encuentro, 1992.
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- Rawls, J. (1996). El liberalismo político (Doménech, A. Trad.). Barcelona, España: Editorial Crítica. (Obra original publicada en 1993).
- Harari, Y. N. (2024). Nexus. Una breve historia de las redes de información desde la Edad de Piedra hasta la IA. Barcelona, España: Editorial Debate. Penguin Random House Grupo Editorial.
- Zuboff, S., & Mosquera, A. S. (2020). La era del capitalismo de la vigilancia: la lucha por un futuro humano frente a las nuevas fronteras del poder.

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