



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2024 - 2025

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
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	3,0 ECTS
Type	Obligatoria (Grado)
Department	Departamento de Gestión Empresarial
Schedule	TBD
Office hours	TBD
Course overview	<p>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</p>
Teacher Information	
Teacher	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject

Contribution to the professional profile of the degree

A characteristic in Business studies is its general nature. And a clear reflection of this is the extraordinary breadth of professional activities that this profile can access. From this perspective, professional practice demands from the students the challenge of knowing how to contribute with their effort and with their knowledge in contexts where they will inevitably be faced with dilemmas and ethical implications in their professional decisions, which will not only affect them personally, but also have consequences beyond their own lives.

To deal with these situations, a mere ethical sensitivity is not enough, since that is sometimes just translated into valuations resulting from mere uncritical subjective intuitions. On the contrary, today's professionals must be able to perceive the ethical implications of the situations they encounter and the consequences that can be derived from their decisions, to be able to assume them responsibly. And of course this has to be done from the perspective of a rational and well-founded justification of their ethical criteria and assessment.

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

Prerequisites

Students should be familiar with tools, techniques and goals of the different business areas, in order to apply the ethics discourse to them. Contents of the courses already passed are assumed.

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	
	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

Ratings

Final Exam: 50%

May consist of:

- Open questions. It will be specially valued the correct expression of ideas and the correct reasoning of the proposed solutions.
- Problem or case study exam. It will be valued both the procedure chosen for resolution of the problem, as the results that must be consistent with the contents of the subject.
- Multiple choice test exam. Identification of the correct answer within a limited series of alternatives. With or without error penalty.
- Mixed test combining any of the above formats.

Criteria:

Demonstrable knowledge of concepts seen in the subject.

Argumentative and critical capacity.

Individual assignments: 20%



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They will be determined at the beginning of the subject.

Criteria:

They will be determined at the beginning of the subject, indicating in each case date, type and specific weight.

It will be valued the understanding and expository capacity of the contents learned.

Group assignments: 20%

They will be determined at the beginning of the subject.

Criteria:

It must show both the organizational capacity and research of the working team, as well as the capacity for analysis and practical synthesis of the contents of the subject, in relation to the professional reality.

Active participation and involvement in class: 10%

The teacher will determine, at the beginning of the subject, the assessment criteria in this respect, depending on the specific methodology to each session.

IMPORTANT CLARIFICATIONS ON THE EVALUATION AND GRADING OF THE SUBJECT

ORDINARY (1ª) AND EXTRAORDINARY (2ª) CALL:

For the evaluation of both calls, the same rating system will be followed (same weights as previously shown). Underlines the philosophy that continued work is part of the learning of the subject.

The exam must have a grade of at least 5 out of 10 to pass the subject in all calls.

EXCHANGE STUDENTS (OUT) AND REST OF CALLS:

The final grade will be 100% the grade of the exam.

IMPORTANT CLARIFICATIONS ON THE EVALUATION AND GRADING OF THE SUBJECT

- Severe academic misconduct, such as the plagiarism of previously published materials or copying in their examination or other evaluated activity, can lead to the opening of a disciplinary file and the loss of two summons. In tests or papers submitted in writing a Turnitin index of 30% or higher will mean a thorough review of the paper.
- The improper use of ChatGPT or any other form of AGI will be considered a serious offense, according to the General Regulations of the University, art. 168.2.e: "carrying out actions aimed at falsifying or defrauding the systems of evaluation of academic performance". The consequences of this could be "temporary expulsion for up to three months or the prohibition to take the exam in the following call to the imposition of the sanction, in one or more subjects in which the student is enrolled, [...] apart from the grade of failure (0) in the subject, [...] and the prohibition to take the exam in the following call".
- In order to be able to take the final exam, it is a requirement not to have unjustifiably missed more than a third of the classes. Failure to comply with this requirement, the student may lose the right of examination, as established by the faculty (Article 93.1 of the General Regulations).
- The average grade of cases and reports will only be made when the final exam is approved.
- Cases, papers or reports not delivered on time will be considered suspended (zero).
- The non-delivery or presentation, on time, of cases, works or reports, whether partial or total, will mean failing (zero) in the corresponding qualification section.
- Evaluations (a) in different summons to the first one, (b) for own students who are in foreign exchange and must carry out the course, and (c) in any other case where class attendance is not required, will consist only of a final theoretical examination on the



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theoretical contents that the teacher determines at the time.

- The teacher will specify at the beginning of the course how the control, checking and evaluation procedures referred to in the previous table will be carried out in each case.
- Unless expressly indicated otherwise, all work, exercise or exam will be considered passed after 5.00 out of 10.00.

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

Reference Manuals:

□ 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.

In compliance with current regulations on the **protection of personal data**, we would like to inform you that you may consult the aspects related to privacy and data [that you have accepted on your registration form](#) by entering this website and clicking on "download"

<https://servicios.upcomillas.es/sedelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792>