TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Ethics and Sustainability in the Digital Era
Subject code	E000009395
Mainprogram	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	
Name	María Isabel Redel Montero
Department	Centro de Innovación del Derecho (CID - ICADE)
EMail	miredel@icade.comillas.edu
Teacher	
Name	María Reyes Calderón Cuadrado
Department	Departamento de Gestión Empresarial
EMail	mrcalderon@icade.comillas.edu

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

	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

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: • 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 assignments. These will be determined in the first week of the course. In no case may they be of a total or partial exemption from the final exam.	The following will be taken into account: • 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.	The following will be taken into account:	

These will be determined in the first week of the course. In no case may they be of a total or partial exemption from the final exam.	• 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 be taken only when the final exam is passed. Otherwise, the final grade for the subject will prevail as the grade corresponding to the exam.

No work or exercise in the "Continuous assessment" section may be exempt, in whole or in part, from the final exam.

Incurring in a serious academic offence, such as plagiarism of previously published materials or copying in your exam or other assessed activity, may lead to the opening of a disciplinary file and the loss of two calls.

The improper use of ChatGPT, or any other IAG, by students will be considered a serious offence, according to the General Regulations of the University, art. 168.2.e: "carrying out actions tending to falsify or defraud the academic performance assessment systems". The consequences of this may be "temporary expulsion for up to three months or the prohibition of taking the exam in the next session after the imposition of the sanction, in one or several subjects in which the student is enrolled, [...] apart from implying a failing grade (0) in the respective subject, [...] [and] the prohibition of taking the exam in that subject in the next session".

Failure to attend more than 15% of the sessions may imply the loss of the examination rights in the ordinary session. Failure to attend one of the hours of a double class will be counted as failure to attend the entire session, regardless of whether or not the other is attended.

Cases, assignments or reports submitted after the deadline will be considered as not submitted and will be graded as zero in the corresponding section.

Assignments, exercises or exams of any kind that are not completed will be graded, by default, as zero (except with prior authorization).

In the event of failing the subject in the ordinary session, the marks of the assignments, cases, reports or exercises provided for in this teaching guide and submitted in the ordinary session may be applied for the extraordinary grade. In such case, the student must only do the assignments, cases, reports or exercises that were failed or not submitted.

Unless otherwise expressly indicated, in all sessions, exams, assignments and exercises of any kind must have a grade of at least 5 out of 10 to pass.

BIBLIOGRAPHY AND RESOURCES

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 Brower, 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.