GUÍA DOCENTE
2022 - 2023

FICHA TÉCNICA DE LA ASIGNATURA

Datos de la asignatura	
Nombre completo	Guía Docente - Optativas complementarias: Legaltech & Regtech 22-23
Código	E000011614
Impartido en	Máster Universitario en Administración de Empresas (MBA) [Primer Curso]
Nivel	Postgrado Oficial Master
Cuatrimestre	Anual
Créditos	3,0 ECTS
Carácter	Optativa
Departamento / Área	Área de Derecho Mercantil Departamento de Derecho Económico y Social
Responsable	Rubio Velázquez, Raul
Descriptor	This program aims to provide a basic legal knowledge in the field of technology law to non-legal executives. Training in technology law will enable these professionals to identify regulatory and contractual risks and opportunities in the field of IT development, digital transformation, process design, device manufacturing and the creation of digital business models. Introduction to the fundamental legal concepts and their practical business implications needed to support and lead business technology and data decisions in the increasingly complex and dynamic digital economy. Exploration of the main public policy and legal frameworks that promote or constrain innovation, and the institutional and legal environment affecting technology-related decisions in organizations.

Datos del profesorado	
Profesor	
Nombre	Raúl Rubio Velázquez
Departamento / Área	Centro de Innovación del Derecho (CID - ICADE)
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DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura

Aportación al perfil profesional de la titulación

Digital or technology-based businesses are increasingly influenced by regulation, especially at EU level. Failure to understand the key fundamentals or the red lines that mark this dispersed and complex regulation can lead to mistakes with a significant impact on the business. Technology, economics and regulation are more interconnected today than ever before.

This course will try to identify the most important practical aspects that a business manager must consider in relation to digital law and the legal and technological trends that are influencing this area:

Objectives:

- To develop the essential knowledge and methodologies that allow the student to integrate the legal vision with the rest of the

aspects of the business.

- Identify some of the key mechanisms for the protection of innovation and intangible assets.
- Analyze of the evolution of the legal function in the context of digital transformation and the change in its relationship with the rest of the business areas.
- Assess the impact of technology on the creation of new business models in the legal services sector.

Competencias - Objetivos

Competencias

CG01	Cognitive abilities of analysis and synthesis applied to business situations organizational management issues.	
	RA1	Describe, relates and interprets situ and mid-level approaches.
	RA2	Select the most significant elements their relationships in the situations desc
	RA3	Identify information gaps and estab relationships with external elements t given situation.
	RA4	Is able to summarize and stru information using the right concepts.
CG02	Information management and data as key elements for decision-making and ident formulating and solving business problems.	
		Search, already knows and approp

	RA1	synthesizes and use primary and seco data from various sources.
	RA2	Knows and use Internet to search manage information, text and data.
	RA3	Discerning the value and usefulne different sources and types of informati

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	Critical thinking and argumentation consistent with the understanding and know about business organizations, their external context and management processes direction.

	RA1	Identify, set and contrasts the assump variables and results logically and critica
	RA2	Check the options and alternatives critical thinking which to discuss and opposing views.
CG09	Self-learning ability to continue learning cognitive skills and applied knowledge relev the business activity.	
	RA1	Do their jobs and activities with only initial indications and basic monitoring
	RA2	Search and find adequate resourc sustain their activities and perform their
	RA3	Broadens and deepens in carrying out work.

BLOQUES TEMÁTICOS Y CONTENIDOS

Contenidos – Bloques Temáticos
Tematic Blocks
General framework of technology law
1. Relationship between law and technology 2. Different regulatory models at the international level 3. Regulatory trends and their potential impact on business
Transformation of the legal function within organizations
1. Role of legal counsel within the organization, in the marketplace and with regulators

2. The digital transformation of legal areas
3. Use of IT resources. Legaltech and Regtech

Data as an asset (i)

1. Ways of classifying data and their legal impact.
2. Data value chain
3. Who is the owner?

Data as an asset (ii)

1. Which regulations have the greatest impact?
2. What are the key privacy issues?
3. Data monetization Models

Legal considerations for new business models

1. Platform and sharing economy
2. ecommerce
3. Everything as a Service
4. Web3 and decentralized models

Corporate structure and transactions

1. Partner agreements, MOUs and NDAs
2. Legal issues linked to investment: seed/venture capital, financing rounds, ...
3. Incubators, accelerators and innovation investment models.
4. Stock options, phantom shares and other forms of talent retention and attraction.

The challenge of cybersecurity

1. Types of risks and their legal perspective
2. The impact of regulation
3. Legal and policy measures.
4. Management of security breaches
5. Legality of ethical hacking.
6. Legal framework for investigation, cyber-intelligence services and counter-attack measures

Artificial Intelligence and robotics

1. AI and robotics regulation
2. Biases and transparency
3. Ethics and regulation
4. Drones
5. Autonomous vehicles

IT contracting

1. Types of development, project planning and associated contracts (waterfall, agile, PRINCE, ...)
2. Types of licences. Advantages and disadvantages (IaaS, PaaS, SaaS, on premise, ...).

3. Infrastructure contracts: colocation agreements, data centres, connectivity, ...
4. Consultancy contracts, integration, turnkey, ...

Digital identity and authentication

1. Digital evidence
2. Digital trust services. E-Signature, timestamping, e-seals, ...
3. Use of trust services and market impact
4. Evolution towards the concept of digital wallet

eCommerce regulation

1. EU Directive 2000/31/EC
2. P2B regulation
3. Online consumers
4. Geoblocking and cross-border parcel
5. Digital Services Act

Legal protection of intangible assets (i)

1. Intellectual property and copyright
2. Legal protection for software
3. Databases

Legal protection of intangible assets (ii)

1. Patents
2. Trade secrets
3. Trademarks
4. Technology transfer agreements

Disruptive technologies and its legal impact

1. Blockchain, Cryptocurrencies and NFTs
2. Metaverse
3. IoT
4. Edge computing
5. Headless Tech

METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

The course will be taught through:

- Lectures, in which the professor will present the content, with audiovisual methods, and will promote a debate on the concepts discussed.
- Case-study sessions, in which cases will be analyzed by students working in groups or individually. This sessions will imply the study of specific cases, research, analysis of

questions posed by the professor and presentation and debate of proposals.

Metodología No presencial: Actividades

Students must supplement basic theoretical knowledge acquired in class with readings suggested by professors, as well as conduct research for some of the scheduled activities.

RESUMEN HORAS DE TRABAJO DEL ALUMNO

Expository lessons	Analysis and resolution of cases and exercises, individua collectively.
15.00	15.00
Classroom hours	
Individual study and organised reading	Collaborative learning
35.00	10.00
Non-presential hours	

EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

Evaluation activities	Evaluation criteria	Weight
Final individual exam	Individual evaluation	50%
In class assignments and group project (written & oral presentation)	Individual and group evaluation	30%
Individual active participation in class discussion.	Individual evaluation	20%

Calificaciones

Students will have **two opportunities to pass the course**: one during the teaching period and another during the exam period that will take place in July 2022.

In order to pass the course during the teaching period,a minimum grade of "5" is required on each of the assessment activities described above.

Those students who have not passed the course in the first evaluation period will have **to repeat the exam on the July re-sitsummon**. Grades obtained by the studenton the rest of assessment activities – with its associated weights- will be maintained on this second evaluation.

Students with a waiver for class attendance will be graded based on the final exam

PLAN DE TRABAJO Y CRONOGRAMA

Actividades	Fecha de realización	Fecha de entrega
Final Project: Group Written report	Session 3 to 13	Session 13

Final individual exam	Session 15	Session 15

BIBLIOGRAFÍA Y RECURSOS

Bibliografía Básica

- Tatiana-Eleni Synodinou, Philippe Jougleux, Christiana Markou (2021). EU Internet Law in the Digital Single Market. Ed Springer
- Andrew Murray (2019). Information Technology Law: The Law and Society. Ed Oxford
- Benkamin Farrand (2018). Law Express: Intellectual Property. Ed. Pearson