University of St.Gallen

Course and Examination Fact Sheet: Spring Semester 2023

4,721: Technologien/Technologies: Digital Business Ethics - Managing the Ethical Challenges of Modern Information Technologies

ECTS credits: 3

Overview examination/s

(binding regulations see below)
Decentral - Presentation (in groups - all given the same grades) (50%)
Examination time: term time
Decentral - examination paper written at home (individual) (50%)
Examination time: term time

Attached courses

Timetable -- Language -- Lecturer
4,721,1.00 Technologien/Technologies: Digital Business Ethics - Managing the Ethical Challenges of Modern Information Technologies -- Englisch -- Busch Thorsten

Course information

Course prerequisites

None.

Learning objectives

Upon successful completion of this class, students will:

- be familiar with ethical theories and frameworks that help them understand ethical issues in digital business;
- have developed problem-solving and critical leadership skills when it comes to ethical questions in a wide range of digital environments;
- be aware of the ethical pitfalls they will encounter when they either start a digital business themselves or when they have to evaluate digital business models as an analyst, manager, policymaker or scholar.

Course content

This class will feature several introductory lectures addressing ethics in general as well as business ethics and technology ethics in particular. Students will then be able to pick group presentation topics from the following list of issues:

1. Morals and mobile phones
2. Digital labor and the 'sharing economy'
3. Big Data in organizations
4. Social networks and privacy
5. Whistleblowing: Snowden, Wikileaks, Cambridge Analytica, etc.
6. Robot ethics and artificial intelligence
7. Intellectual property wars
8. Net neutrality

Course structure and indications of the learning and teaching design

This class combines lecture content (both offline and online) with group presentations, interactive elements, class discussions, and personal reflection (by way of writing individual term papers). Student interaction and collaboration are essential to both

the mission of this class and everyone's learning outcome. (For more details, see course content.)

Das Kontextstudium ist der Form nach **Kontaktstudium**; zum ordnungsgemässen Besuch der Veranstaltung gehört daher die **regelmässige Teilnahme**. Die Studierenden müssen selbst darauf achten, dass sich Veranstaltungstermine nicht überschneiden. Die genaue Kursplanung und alle Unterlagen werden zu Beginn der Veranstaltung auf **Studynet** bereitgestellt.Es gelten die Termine auf **Stundenplan online**.

Course literature

The following list represents introductory materials. Most of the literature used in class will consist of academic papers, newspaper articles, and videos, all of which will be provided digitally prior to class.

- Benkler, Y. (2006): The Wealth of Networks. New Haven & London: Yale University Press.
- Broussard, M. (2018): Artificial Unintelligence. How Computers Misunderstand the World. Cambridge, MA: MIT Press.
- Ess, C. (2020): Digital Media Ethics. 3rd edition. Malden, MA: Polity Press.
- Eubanks, V. (2017): Automating Inequality. New York: St. Martin's Press.
- Lessig, L. (2008): Remix. Making Art and Commerce Thrive in the Hybrid Economy. New York: Penguin Press.
- MacKinnon, R. (2012): Consent of the Networked. New York: Basic Books.
- Noble, S. U. (2018): Algorithms of Oppression. How Search Engines Reinforce Racism. New York: NYU Press.
- O'Neil, C. (2016): Weapons of Math Destruction. How Big Data Increases Inequality and Threatens Democracy. New York: Crown.
- Palfrey, J. & Gasser, U. (2012): Interop. The Power and Perils of Highly Interconnected Systems. New York: Basic Books.
- Palfrey, J. (2012): Intellectual Property Strategy. Cambridge, MA: MIT Press.
- Pasquale, F. (2015): The Black Box Society. Cambridge, MA: Harvard University Press.
- Srnicek, N. (2017): Platform Capitalism. Cambridge: Polity Press.
- Vaidhyanathan, S. (2018): Antisocial Media. Oxford: Oxford University Press.
- Zittrain, J. (2008): The Future of the Internet - and How to Stop it. New Haven & London: Yale University Press.

Additional course information

This class will also be open to students from our ECOL network of partner schools, who will be able to participate remotely.

Dr. **Thorsten Busch** is a Research Associate at the Center for Corporate Responsibility, Zurich University of Applied Sciences (ZHAW). As a Lecturer at the University of St. Gallen, he teaches digital business ethics (BA) and game studies (BA) in the Contextual Studies program as well as responsible innovation in the Master of Business Innovation program. He also teaches in various EMBA programs at the HSG.

Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination time and form
Decentral - Presentation (in groups - all given the same grades) (50%)
Examination time: term time

Remark
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Examination-aid rule
Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids
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Nature of examination
analog

Examination languages
Question language: English
Answer language: English

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2. Examination sub part (2/2)

Examination time and form
Decentral - examination paper written at home (individual) (50%)
Examination time: term time

Remark
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Examination-aid rule
Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids
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Nature of examination
analog

Examination languages
Question language: English
Answer language: English

Examination content

This class covers subject matter that is evolving fast. Class content is thus subject to change, depending on whether new developments make it necessary to supplement, change or replace content. Generally speaking, students will be expected to make the following contributions to class:

1. Prior to the block seminar, students will be expected to familiarize themselves with a short **introduction to ethics** that they will be provided with via the online learning platform.

2. **Group presentations** on the topics listed in part 2 of the "course content" section will need to be given. Depending on how many students end up registering for class, groups will likely be comprised of three to four students each.

3. Lastly, students are expected to write an **individual term paper** (at least 12,000 characters including spaces) demonstrating both their understanding of the factual knowledge presented in this class and their critical reflection skills.

Examination relevant literature

See course literature.

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Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 12 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 04 (Thursday, 26 January 2023);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 20 March 2023);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 12 (Monday, 20 March 2023);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the de-registration period in CW 15 (Monday, 10 April 2023).