



Course and Examination Fact Sheet: Spring Semester 2023

Course Dates

3-5 April 2023 10 am - 6 pm every day.

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 business;
- have developed problem-solving and critical leadership skills when it comes to ethical questions in 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, 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.)



This class will likely be held **face-to-face**, but depending on the evolving Covid situation, it might need to be held **online** via Zoom.

Contextual Studies are considered part of **Contact Learning**; thus, taking part properly implies **regular attendance**, be it online or in the classroom. In order to fully comply with the distance and hygiene rules applicable at the university, the course may be taught online or in smaller groups. It is students' responsibility to ensure that there is **no timetable clash** between the courses they have chosen. A detailed course outline and all relevant documents will be made available on **Studynet**. Only the current timetable as published on **Stundenplan online** applies.

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 partner schools, who might participate remotely.

In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in SpS2022, the course information listed above will be changed as follows:

- The course will be conducted online via the platform Zoom;
- Course sessions will not be recorded;
- The lecturer informs students via StudyNet and e-mail on the changed implementation modalities of the course;
- There are no changes necessary to the course information.

The examination information listed below would be changed as follows:

- The presentations will be conducted online and are being recorded;
- There are no changes necessary to the examination information.

Dr. Thorsten Busch is a lecturer in digital business ethics, game studies, and responsible innovation at the University of St.Gallen. Moreover, he is an adjunct lecturer in digital marketing ethics at Trinity Business School in Dublin, Ireland, a lecturer in ethics and management at HEC Montréal, and affiliated faculty in game studies at Concordia University, Montréal, Canada.

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

--

Examination-aid rule

Practical examination

No examination-aid rule is necessary for such examination types. The rules and regulations of the University of St. Gallen apply in a subsidiary fashion.

Supplementary aids

--

Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/2)

Examination time and form

Decentral - examination paper written at home (individual) (50%)

Examination time: term time

Remark

--

Examination-aid rule

Term papers

Written work must be written without outside help according to the known citation standards, and a declaration of authorship must be attached, which is available as a template on the StudentWeb.

Documentation (quotations, bibliography, etc.) must be carried out universally and consistently according to the requirements of the chosen/specified citation standard such as e.g. APA or MLA.

The legal standard is recommended for legal work (cf. by way of example: FORSTMOSER, P., OGOREK R., SCHINDLER B., Juristisches Arbeiten: Eine Anleitung für Studierende (the latest edition in each case), or according to the recommendations of the Law School).

The reference sources of information (paraphrases, quotations, etc.) that has been taken over literally or in the sense of the original text must be integrated into the text in accordance with the requirements of the citation standard used. Informative and bibliographical notes must be included as footnotes (recommendations and standards e.g. in METZGER, C., Lern- und Arbeitsstrategien (latest edition)).

For all written work at the University of St.Gallen, the indication of page numbers is mandatory, regardless of the standard chosen. Where page numbers are missing in sources, the precise designation must be made differently: chapter or section title, section number, article, etc.

Supplementary aids

--

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 two or three 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.

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, 27 January 2022);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 21 March 2022);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 12 (Monday, 21 March 2022);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the registration period in CW 15 (Monday, 11 April 2022).