Universidad de Navarra

Ethics in Data Science

Guía docente 2026-27

INTRODUCTION

Brief description:

The objective of the course is to introduce the student to AI ethics in business. The first part concerns AI literacy, from the history and notion of AI, through its full stack, to the different, mainly regulatory approaches of the major global players, the US, China, and the EU. An introduction to the Human-Centered AI (HCAI) framework serves as an interlude. The next section surveys the different clusters of ethical issues concerning AI from a perspective that combines HCAI with the normative sources consisting of neo-Aristotelian virtue ethics and Catholic Social Teaching (CST). It ends with considerations regarding artificial general intelligence (AGI) and cognates.

- **Titulación**: **Grado Ade, Grado Eco**
- **Módulo/Materia**: Módulo 7: Optativas / Electives, Materia 7.2: Optativas específicas / Specific Electives
- **ECTS**: 3
- **Curso, semestre**: 3rd year/ First semester
- **Carácter**: Elective
- **Profesorado**: Alejo José G. Sison
- **Idioma**: English
- **Aula, Horario**: https://unav-publish.bulletscheduling.com/horarios_economicas_2627/calendar

LEARNING OUTCOMES (Competencies)

SSOP1: Accessing and managing massive data

SSOP2: Understanding programming languages potentially used to solve economic and/or business problems

SSOP3: Working with visual elements that provide insights and an understanding into complex concepts and components of economic and/or business problems

SSOP4: Identify patterns and trends and gather useful information from massive data in economics and/or business

SSOP5: Effective communication of results to a professional audience in economics and/or business

PROGRAM

1. Introduction

2. What You Need to Know About AI: A User’s Guide

3. Why a Human-Centered, Virtue-Focused Approach to AI Use?

4. From Data Privacy, Transparency, and Explainability to Discretion and Moderation

5. On AI Bias, Fairness, and Justice in Decision Making

6. How Can AI Complement Human Expertise at Work?

7. How Social Media and Chatbots Affect Our Need for Community and Friendships

8. Generative AI, Scientific Truths, and Virtual Worlds

9. Intelligent Life. A Neoaristotelian Framing of AI (AGI, ASI) and Its Limitations

EDUCATIONAL ACTIVITIES

Lectures

Group work and presentations

Case discussions

ASSESSMENT

Ordinary call

Assessment	Percentage
Individual and/or group work	30%
Continuous assessment + class attendance & participation	30%
Final exam	40%

The final exam accounts for 40% of the grade, the group presentation, 30%, and participation in class discussions, 30%.

Phones, laptops and tablets are not allowed in class as they do more harm than good (https://www.scientificamerican.com/article/students-are-better-off-without-a-laptop-in-the-classroom/). Should you need to use them, ask for the professor's permission. Writing by hand is better for memory and learning.

Extraordinary call

Final exam: 100%

OFFICE HOURS

Fridays, from 9:30 to 10 a.m. in room 2040 (Edificio Amigos).

Otherwise, write me an e-mail (ajsison@unav.es) to request for an appointment.

Universidad de Navarra

E-mail policy: Queries should be brief and ideally, answerable by a "yes" or "no". Beyond that, request for an appointment. Do not expect responses outside office hours, during week-ends or holidays. Questions about class schedules, exam dates and venues should be clarified by visiting the corresponding webpages. The professor reserves the right to answer these and other requests for information that have already been explained in class.

BIBLIOGRAPHY AND RESOURCES

Books

Sison, Alejo José G. *How AI Can Enable the Virtues*. Cambridge: Cambridge University Press, forthcoming.

Sison, Alejo José G. *Happiness and Virtue Ethics in Business. The Ultimate Value Proposition*. Cambridge: Cambridge University Press, 2015. Find it in the library.

Sison, Alejo José G. *et al. Business Ethics. A Virtue Ethics and Common Good Approach*, London/ New York, Routledge, 2018. Find it in the library.

Articles

Kim, T.W., Maimone, F., Pattit, K., Sison, A.J.G., and Teehankee, B. "Master and Slave: The Dialectic of Human-Artificial Intelligence Engagement", Humanistic Management Journal (2021) 6: 355-371. (DOI: 10.1007/s41463-021-00118-w).

Sison, A.J.G. and Redín, D.M. "A neo#aristotelian perspective on the need for artificial moral agents (AMAs)", AI & Society (2021). (DOI: 10.1007/s00146-021-01283-0).

Sison, A.J.G., Daza, M.T., Gozalo-Brizuela, R. & Garrido-Merchán, E.C. "ChatGPT: More Than a "Weapon of Mass Deception" Ethical Challenges and Responses from the Human-Centered Artificial Intelligence (HCAI) Perspective," *International Journal of Human–Computer Interaction*, 2023. DOI: 10.1080/10447318.2023.2225931; https://doi.org/10.1080/10447318.2023.2225931)

Course on the Foundations of Humane Technology (from the Center for Humane Technology)

Other materials may also be provided ("Contenidos" folder) as the course progresses.