

CONSUMER'S ETHICAL BEHAVIOR (EMaCS-01-04)				
DEGREE PROGRAM:		Master in Computer Science for the Human-Centric and Sustainable Industry		
SEMESTER: First	TYPE: Basic	CREDITS: 3 ECTS	WORKLOAD: 75 hours	MENTORING: 2 hours/week
LANGUAGE: English				

OBJECTIVES	
General	The student will acquire skills in the circular economy discipline. Specifically, concepts based in consumer ethical behaviour. In this sense, the concepts to be learned are related to decisions rules such as Purchasing Policy and Codes of Ethics.
Specific	<ul style="list-style-type: none"> • Understand and relate the key concepts of the circular economy, transferring them to the business environment. • Manage specific tools to handle the economy into circular practice. • Be able to adapt marketing tools to a Circular Economy environment and communication by suggesting new models of design (AI). • Integrate ethical and political aspects of consumer behaviour in the decision-making oriented towards the Circular Economy. • Develop the ability to argue, communicate and transfer results and conclusions derived from economic, sustainable and engineering analysis. • Develop an attitude and critical thinking with the objectives and economic behaviors predominant in today's societies.
SUSTAINABILITY	
The course "Consumer's Ethical Behavior" has a strong focus on sustainability by addressing specific competencies and objectives related to the circular economy and ethical consumer behavior. Understanding key concepts of the circular economy and the ability to apply specific tools for circular practices reflect a commitment to sustainability. Adapting marketing tools to a Circular Economy environment and suggesting new design models, such as artificial intelligence (AI), highlight the integration of sustainability into advanced business practices.	
RESILIENCE AND HUMAN-CENTRIC DEVELOPMENT	
The course promotes resilience and human-centred development by addressing competencies that include decision-making skills, critical reasoning, and interpersonal skills. The emphasis on business ethics, sustainability, and ethical aspects of consumer behavior reinforces the importance of human and ethical considerations in decisions related to the Circular Economy. Promoting attitudes and values that favour ethical engagement, social responsibility, and sustainable development contributes to the holistic development of students and their ability to address complex situations from a comprehensive perspective. Willingness to participate in collaborative projects to support real-world situations in circular economy-based businesses, guided by an ethical policy, strengthens the connection between resilience, human-centred development, and ethical and sustainable business practices.	
SUBJECT MATTER	
<ul style="list-style-type: none"> • Business ethics and sustainability. • Ethical behavior: designing and implementing ethical codes. • Ethical aspects of the consumer. • Responsibility of ICTs in the role of the consumer. Conflicts and strategies. • Purchase policy. • The human factor in business: motivation, needs, power and methodologies for behavior improvement. 	
COMPETENCES	
C1. ACQUIRING DATA, INFORMATION AND DIGITAL CONTENT C3. MANAGING AND EVALUATING DATA, INFORMATION AND DIGITAL CONTENT C7. PROTECTING PERSONAL DATA AND PRIVACY C9. REFLECTING ON ETHICAL OUTCOMES C10. EXPLORATORY AND CRITICAL THINKING	

C12. IDENTIFYING NEEDS AND TECHNOLOGICAL RESPONSES C14. SOLVING TECHNICAL PROBLEMS C16. WORKING WITH OTHERS C17. COMMUNICATING EFFECTIVELY																											
LEARNING OUTCOMES																											
Knowledge	<ul style="list-style-type: none"> Know how to combine concept and practice on the three branches of knowledge on which these studies are based: lean engineering, efficient economics and environmental sustainability. 																										
Skills	<ul style="list-style-type: none"> Acquire the capacity for autonomous learning by integrating experience, new knowledge and concern for the knowledge and lifelong learning. Develop decision-making skills, critical reasoning and interpersonal skills. Acquire commitment to ethics and responsibility with society and the sustainable development, including aspects such as inclusion and the promotion of a culture of peace and democratic values. Develop and apply holistic thinking, reflecting from the Integration of diverse learning in multidisciplinary fields, which helps to address complex situations. 																										
Attitudes/values	<ul style="list-style-type: none"> Be open to engage in collaborative projects to support and enhance real situations at company based on circular economy context guiding by an ethical policy. 																										
TEACHING METHODS																											
<table border="1"> <thead> <tr> <th>Method</th> <th>Class Workload</th> <th>Individual Workload</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Theoretical Sessions</td> <td>12</td> <td>12</td> <td>24</td> </tr> <tr> <td>Seminar Sessions</td> <td>12</td> <td>21</td> <td>33</td> </tr> <tr> <td>Research and writing of an applied project</td> <td>2</td> <td>10</td> <td>12</td> </tr> <tr> <td>Written Examinations</td> <td>1</td> <td>5</td> <td>6</td> </tr> <tr> <td>TOTAL</td> <td>27 hours</td> <td>48 hours</td> <td>75 hours</td> </tr> </tbody> </table>				Method	Class Workload	Individual Workload	Total	Theoretical Sessions	12	12	24	Seminar Sessions	12	21	33	Research and writing of an applied project	2	10	12	Written Examinations	1	5	6	TOTAL	27 hours	48 hours	75 hours
Method	Class Workload	Individual Workload	Total																								
Theoretical Sessions	12	12	24																								
Seminar Sessions	12	21	33																								
Research and writing of an applied project	2	10	12																								
Written Examinations	1	5	6																								
TOTAL	27 hours	48 hours	75 hours																								
EVALUATION																											
<table border="1"> <thead> <tr> <th>Evaluation Procedure</th> <th>Percentage on the subject grade</th> </tr> </thead> <tbody> <tr> <td>Seminars Reports</td> <td>20%</td> </tr> <tr> <td>Applied Project</td> <td>40%</td> </tr> <tr> <td>Written Examinations</td> <td>40%</td> </tr> <tr> <td>TOTAL</td> <td>100%</td> </tr> </tbody> </table>				Evaluation Procedure	Percentage on the subject grade	Seminars Reports	20%	Applied Project	40%	Written Examinations	40%	TOTAL	100%														
Evaluation Procedure	Percentage on the subject grade																										
Seminars Reports	20%																										
Applied Project	40%																										
Written Examinations	40%																										
TOTAL	100%																										
PRECONDITIONS																											
None																											
DEPARTMENT	Departamento de Ingeniería de Organización																										
LECTURERS	Ana María Lara Palma																										
LITERATURE	<ul style="list-style-type: none"> Herman Tavani, (2013) Ethics and Technology, WILEY. Dionisio Cámara, Ildefonso Grande, Ignacio Cruz, (2000) Dirección de marketing, PEARSON, Prentice Hall, 0-13-012217-3, Hayden Noel, (2009) Blume Marketing: El comportamiento del Consumidor, BLUME, 978-84-8076-968-6. 																										