



Module Specification

Digital Age: Ethical Decision-Making and Sustainable Practices

Version: 2026-27, v1.0, 29 Jul 2024

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	4
Part 4: Assessment.....	6
Part 5: Contributes towards	8

Part 1: Information

Module title: Digital Age: Ethical Decision-Making and Sustainable Practices

Module code: UMETBA-30-2

Level: Level 5

For implementation from: 2026-27

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Economics

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module offers business management students the opportunity to critically think more about what motivates business behaviour in the digital age. Students will be exposed to different ethical perspectives in what is right and what is wrong for the business and how these ethical perspectives can impact even 'simple' decisions made within an organisation. Students will understand the relationship between Corporate Social Responsibility (CSR), sustainability and business ethics, appreciate the economic value of ecosystem services and environmental

sustainability, and to apply evaluative methods to understand the actions and performance of an organisation in relation to CSR and sustainability.

By using these methods and skills students will be exposed to the ethical considerations businesses face when adapting to and adopting new digital technologies as well as possible constraints in surviving and growing in the digital age. Students will evaluate whether digital technology is any different to previous technological revolutions and some of the broad implications for the current economic and business landscape (e.g. impact on quality and quantity of employment, wages, strategy, profits and sustainability). Students will look at how one digital technology, artificial intelligence, is currently being used in different parts of businesses (e.g. pricing strategy, recruitment and finance) and what is expected to happen with digital technologies over the next decade.

Features: Not applicable

Educational aims: This module explores and develops, a deeper understanding of ethical decision making and sustainable practice from an economics perspective.

Working in groups within weekly seminars students will participate in games and experiments to illustrate important behavioural economics concepts and implications of these concepts in the real world

Asking questions and encouraging problem-solving within groups.

Outline syllabus: Ethics in decision making, ethics in business decision making, ethics of sustainable business decision making, ethics and corporate social responsibility (CSR).

The decision-making tools (ethics) used when adapting businesses to digital technologies in a digital world – role of stakeholders within this process.

A critical assessment of some of the new technologies that have been adopted by businesses in the last decade.

Empirical examination of what impact digital technologies are having and have had

on the business and broader economic landscape – including impact on employment and earnings, quality of jobs, types of jobs, the substitutability and complementarity between digital technologies and employees.

Critically analyse the success/failure of businesses adopting artificial intelligence technology and adapting to AI, using case studies in different settings, e.g. pricing strategy, recruitment and finance.

Part 3: Teaching and learning methods

Teaching and learning methods: Students are expected to take responsibility for their own learning, which is facilitated and supported through the 3Ps.

Preparation: -

(i) Topics are introduced through pre-released materials incorporating a combination of different resources that may include interactive slides, podcasts and video recordings.

(ii) The module will be based around broad themes that will build on each over the semester. This will begin with different ethical perspectives, followed by (i) business ethics, (ii) business ethics and sustainability, (iii) business ethics and digital technologies and (iv) critical evaluations of artificial intelligence in different business settings.

(iii) Students will be expected to read, watch and listen to the relevant weekly materials made available through the Reading List.

Participation: -

(i) Face to face sessions will focus on introducing concepts, critically discussing these concepts in an economic and business setting and discussing examples of such concepts in the real world. This will mean individual and group learning and

experiential learning.

(ii) Students will discuss in groups different case studies in a variety of economic and business settings from different stakeholders' perspectives. There will also be the opportunity to use other teaching methods, such as role-playing in relation to these case studies. This will enhance evaluative and analytical skills, oral communication, confidence, teamworking skills, critical judgement, and tolerance towards others.

Practice: -

(i) Additional practise examples of games and experiments with accompanying relevant articles, podcasts and videos are provided and students have access to the module's VLE site which provides module information, any lecture and tutorial solutions, assessment information, and links to previous assessments.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Critically evaluate the actions and performance of an organisation and the people within an organisation in relation to Corporate Social Responsibility, sustainability and business ethics.

MO2 Critically assess and evaluate the use of new digital technologies for complex business and economic decision making

MO3 Critically evaluate the role of artificial intelligence in different business settings, such as marketing (pricing), recruitment and finance.

MO4 Demonstrate critical understanding of ethical considerations for business for an online audience

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 0

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umetba-30-2.html) via the following link <https://uwe.rl.talis.com/modules/umetba-30-2.html>

Part 4: Assessment

Assessment strategy: This module deploys a mix of formative and summative assessment.

Formative assessment takes various forms and will occur throughout the module; it includes experiential learning through games and experiments. The formative assessment used in this module consists of group activities in interactive lectures and seminars. This will allow for face-to-face discussions between students.

Summative Assessment

Task A: 1,500 word reflective assignment based on experiences of case studies and role-playing undertaken in seminars on the critical evaluation of artificial intelligence in different business settings.

Task B: Record a 10- minute video presentation using appropriate UWE approved software on ethics in business decision making.

Formative Assessment:

Experiential learning through participating in group discussions of case studies and in participating in role-playing.

Engagement with other students in seminars that encourages a sense of identity.

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with

university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:**Reflective Piece (First Sit)**

Description: 1,500 word reflective assignment

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Presentation (First Sit)

Description: Record a 10- minute video presentation

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Reflective Piece (Resit)

Description: 1,500 word reflective assignment

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Presentation (Resit)

Description: Record a 10- minute video presentation

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Management [Phenikaa] BA (Hons) 2025-26

Business and Management [Villa] BA (Hons) 2025-26

Business and Management [BIBM] BA (Hons) 2025-26

Business and Management [Frenchay] BA (Hons) 2025-26