



SIMON
BUSINESS SCHOOL
UNIVERSITY of ROCHESTER

GBA 444: Ethics & Policy in Tech
Course Syllabus – Spring B 2023
This Version: March 2, 2023

Course Logistics

Day and Time: Tuesdays from 7:30 – 9:30 PM (except for Week 1)
Location: Zoom (link on Blackboard)
Course Blackboard Link: <https://learn.rochester.edu>

Instructors

Professor Andras Miklós

andras.miklos@simon.rochester.edu

Office Hours: Monday 1 – 3 PM ET (and by appt.)

Office Hours Location: Zoom at <https://rochester.zoom.us/j/2611918855>

Professor Jeanine Miklós-Thal

jeanine.miklos-thal@simon.rochester.edu

Office Hours: Thursday 1:30 – 3:30 PM ET (and by appt.)

Office Hours Location: Zoom at <https://rochester.zoom.us/j/5284146189>

Professor David Primo

david.primo@rochester.edu

Office Hours: Tuesday 12:30 – 2:30 PM ET (and by appt.)

Office Hours Location: Zoom at <https://rochester.zoom.us/j/948872840>

Course Information

1. Course Description and Learning Objectives

Tech firms—from start-ups to industry leaders—face a range of ethical and policy challenges. Start-ups may face barriers to entry or regulations ill-suited to their innovation. Industry leaders have to consider antitrust considerations if they dominate a market. And tech firms of all sizes face ethical quandaries on issues such as artificial intelligence, to give just one example. The globalization of business adds to the complexity of these policy and ethical considerations. This course will equip you with the tools you need to consider the *policy and ethical environments* of tech firms and how they connect with firms' market environments. The tools you

develop in the course will also be applicable to the analysis of other types of firms. Class sessions will be highly interactive and will emphasize the real-world applicability of the frameworks and theories we discuss in class.

After successfully completing this course, students will be able to:

- Identify policy-related and ethics-related opportunities and threats in the tech space and analyze how they may affect their business or organization
- Formulate strategies for managing policy and ethical issues, and integrate them with market strategies
- Analyze ethical issues encountered by managers in the tech space, and formulate strategies for addressing these ethical dilemmas
- Identify the special policy and ethical challenges faced by innovative market entrants.
- Connect the frameworks and theories from class to current affairs
- Deepen their understanding of a range of ethical issues raised by technology, data analytics, algorithmic decision-making, and artificial intelligence (AI)
- Deepen their understanding of antitrust policy, with a focus on big tech
- Analyze the tradeoffs inherent in regulating competition in digital markets

2. Relation to Other Courses at the Simon Business School

This course references the use of analytics from prior courses. It also provides foundations for the analysis of policy and ethical issues that get extended in CIS 414: Digital Business Strategy. This course has no prerequisites.

3. Textbooks and Required Material

There will be no textbook for the course. Readings will be made available on Blackboard and through a coursepack from Harvard Business Publishing to be provided to all students.

4. Assessments

- Students are expected to be active participants in class and will be evaluated on professionalism and class participation.
- Prior to each class meeting on Zoom, students will be expected to complete all the pre-class preparation listed within each module, culminating with two assessments:
 - For modules 2 through 7, take an open-book Blackboard quiz based on the pre-class preparation materials. This quiz must be completed by 7:20 PM on the day of our class meeting on Zoom.
 - For modules 2 through 7, complete a weekly team-based assignment prior to class to be submitted via Blackboard. (Team members will be determined by the Simon Business School and the course instructors.) This assignment must be completed by 12 noon the day before the class meeting on Zoom. The instructor for the week will provide you with feedback on your assignment in advance of class, and teams will go into breakout rooms during the Zoom class meeting to prepare a brief reply to the feedback, which will help facilitate class discussion. Team members will receive the same grade for team assignments. Please review the Team Expectations section of the Simon School's Student Handbook, which specifies team expectations and conflict resolution.
 - Mastery of the course material will be evaluated in a cumulative, open-book final exam to be administered on Blackboard at the time set by the Simon Business School.

5. Evaluation and Grading

The course grade is based on the following:

Team Assignments (6)	20%
Weekly quizzes (6)	15%
Professionalism and Class Participation	15%
Final Exam	50%
Total	100%

All grades, as well as the grade distribution and other pertinent statistics, will be put in the Blackboard Gradebook for the course. The distribution of final course grades will meet the Simon Business School's standard of a 3.5 average GPA.

6. Inclusivity Statement

In our classroom, we strive to foster and cultivate an environment where every member of the class feels supported, valued, and welcome. If something is said or done in class (by anyone) that you feel is inappropriate, please bring it to our attention privately (directly or anonymously through a staff member you trust).

7. Accommodations and Accessibility

Both Simon and the University of Rochester respect and welcome students of all backgrounds and abilities. In the event you encounter any barriers to full participation in this course due to the impact of a disability, please contact both your instructor and the Office of Disability Resources as soon as possible. The access coordinators in the Office of Disability Resources will meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can reach the Office of Disability Resources at 585-276-5075 or at disability@rochester.edu. More information can be found at <https://www.rochester.edu/college/disability/>.

8. Credit-Hour Policy Adherence

This course follows the Simon credit-hour policy for 2.5-credit courses. The course meets for 4 hours in person during week 1, and then once weekly in weeks 2 through 7 for Zoom sessions of 2 hours each. For weeks 2 through 7, in addition to these 2 hours of synchronous class sessions per week, students are required to complete approximately two hours per week on average of asynchronous learning activities (e.g., videos). Students are also expected to supplement each hour of class or asynchronous learning activities with two hours of supplemental work (e.g., class readings, assignments, and project work). Across the term and across all activities, students should expect to spend 37.5 hours per credit hour earned on coursework.

9. Academic Integrity

Simon's Code of Academic Integrity (see the section Academic Integrity Policy in the Simon School's Student Handbook) states: "All members of the Simon community are responsible for upholding high standards of honesty and adhering to the Code of Academic Integrity. Every Simon student, as a member of the community, is responsible for pursuing their learning with honesty, by avoiding misrepresentation of their academic work or attempting to advance their academic standing through fraudulent or unauthorized means. Students are also responsible for avoiding knowing involvement with any other student's violation of this standard of honest behavior."

In addition to refraining from obvious forms of cheating and plagiarism, students must adhere to the following:

- On assignments, do not copy or paraphrase work from each other, from students who have taken the class previously, from materials of mine distributed in a previous class, or from outside sources. Any written work should be entirely your own (or your team's, as applicable).
- Exams or assignments that include an Academic Integrity/Honesty Pledge must have the pledge signed. Submissions without the pledge signed will receive a score of zero.
- Do not obtain advice, notes, solutions, or other material from students who took the class previously in ways that would give you an unfair advantage or would undermine the learning experience for you and the class (such as, notes from past case discussions). Similarly, do not use others' case analyses posted on-line.
- Use quotation marks when quoting any text directly. Changing a few words of a sentence or longer section does not make the work your own. Independently written texts rarely have even five consecutive words in common.
- Students may not audio or video record class lectures or other classroom or laboratory activities without the instructor's permission.
- Students may not publish, distribute, or sell—electronically or otherwise—any course materials that the instructor has developed in any course of instruction in the University (e.g., presentation slides, lecture aids, video or audio recordings of lectures, and exams) without the explicit permission of the instructor.

Most forms of disallowed shortcuts are easy to detect and will be referred to the school's Academic Integrity Committee. To help prevent other students from violating academic integrity, do not pass on notes or give advice on assignments to any students who are taking the course in a later term or are taking it at the same time in a different section. Please refer to the Simon School's Student Handbook for any questions regarding the Academic Integrity Policy.

If a situation in your professional or personal life prevents you from finishing assigned work in a timely manner, please contact me before the deadline to discuss how to proceed. You should also contact your Ainslie OSE advisors, if appropriate. Do not violate the Academic Integrity Policy in attempt to manage a difficult situation.

10. Professionalism

Please review the Professional Standards Policy in the Simon School Student Handbook. Students are expected to demonstrate the same professional behavior in class as they would in a business setting.

Unprofessional behavior has a negative impact on your participation grade. Specifically,

- Make every effort to attend each class live.
- Ensure your Zoom name matches your course roster name, with your nickname in parentheses, if desired.
- Share video when on Zoom unless circumstances don't permit it.
- You are expected to be logged into Zoom and ready for class at the beginning of each class.

Course Schedule

Learning Module	Module Dates	Team Assignment Due at 12 Noon ET (Day Before Class)	Pre-Class Quiz Due at 7:20 PM ET (Day of Class)	Zoom Meeting 7:30 – 9:30 PM ET
1. The Policy Environment of Tech Firms	March 3 – 10	N/A	N/A	**In-person the afternoon of 3/10**
2. Integrated Strategy for Tech Firms	March 15 – 21	March 20	March 21	March 21
3. Regulatory Uncertainty	March 22 – 28	March 27	March 28	March 28
4. Discrimination and Artificial Intelligence	March 29 – April 4	April 3	April 4	April 4
5. New Technologies and Social Control: Surveillance, Censorship, Social Scoring, and Nudging	April 5 – 11	April 10	April 11	April 11
6. Regulating Big Tech I	April 12 – 18	April 17	April 18	April 18
7. Regulating Big Tech II	April 19 – 25	April 24	April 25	April 25
Cumulative Final Exam	TBD			

Notes:

- Instructor for Modules 1-3: Primo
- Instructor for Modules 4-5: Miklós
- Instructor for Modules 6-7: Miklós-Thal