

**COURSE DATA****DATA SUBJECT**

Code: 36538
Name: Digital Business Law & Artificial Intelligence Market
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1332 - Degree in Business Intelligence and Analytics	Facultat d'Economia	4	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1332 - Degree in Business Intelligence and Analytics	Derecho de los Negocios, Inteligencia Artificial y Mercado	ELECTIVES

COORDINATION

DEL VAL TALENS PAULA

SUMMARY

The course analyses artificial intelligence from the perspective of Commercial Law, both as an object of private legal relations and as a subject subject of the rules that regulate them, a possibility generally discarded in the current discussion. It studies the legal implications and risks of the irruption of artificial intelligence in the legal relations between those who participate in the market - entrepreneurs, competitors, consumers, clients or investors - as well as in the very configuration and functioning of companies.

After introducing the student to the essential basic notions, the course studies the application of artificial intelligence to the most relevant areas of Commercial Law. It examines the actions of market operators (Competition and Unfair Competition Law), the protection of artificial intelligence as a tool for business and technological innovation (Intellectual and Industrial Property Law), as well as its application to business decision-making (Corporate Law). The course then deals with the applications of artificial intelligence in private contracting (contract law, e-commerce and consumer protection) and its influence on financial regulation (banking, securities market and insurance law).

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**



There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

COMPETENCES / LEARNING OUTCOMES

1332 - Degree in Business Intelligence and Analytics

Acquire basic training that can be used to learn new methods and technologies and to adapt to new situations in academic and professional areas.

Be able to analyse and search for information from diverse sources.

Be able to define, solve and present complex problems systemically.

Be able to learn autonomously.

Be able to make autonomous decisions in digital environments characterised by the abundance and dynamism of data.

Be able to solve problems and to communicate and spread knowledge, skills and abilities, taking account of the ethical, egalitarian and professional responsibility of the activity of business intelligence and analytics.

Demonstrate skills for analysis and synthesis.

Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.

Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.

Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

Understand the impact of economic, political-legal, socio-cultural, technological and environmental variables on business activity.

DESCRIPTION OF CONTENTS

1. Artificial intelligence as an object and subject of private-legal relations

1. Sources and methodology
2. Basic legal concepts
3. Artificial intelligence and regulation



4. Autonomous artificial intelligence as a subject of private law: electronic personality (e-ID)
5. Artificial intelligence as a subject of regulation
 - 5.1 The Regulation on Artificial Intelligence
 - 5.2 Other rules and proposals of a general nature
6. Influence of artificial intelligence on the legal professions, in particular on legal advice and the judicial function

2. Artificial intelligence and the actions of operators in the market: antitrust and unfair competition law

1. The impact on competition of business models based on big data and artificial intelligence: the digital platforms
2. Gatekeepers in the Digital Markets Act
3. Antitrust offences through artificial intelligence and big data: collusive conduct and abuse of dominance
4. Merger control of operators that use big data and artificial intelligence
5. Unfair competition offences using artificial intelligence

3. The protection of artificial intelligence as a tool for business and technological innovation: intellectual and industrial property law.

1. Artificial intelligence as a subject matter and subject of copyright
2. Artificial intelligence as a copyright risk
3. Artificial intelligence as a subject matter of industrial property rights
4. Artificial intelligence as the subject of industrial property rights

4. Artificial intelligence applied to business decision-making: Company Law

1. Concept and characteristics of the company and its types
 - 1.1 In particular, public limited companies and limited liability companies
2. Application of artificial intelligence to the incorporation of limited liability companies
3. The documentation and circulation of shares and units by means of distributed registration technologies (DLTs)
4. The operation of corporate bodies by means of artificial intelligence
5. Decentralised Autonomous Organisations (DAOs) as corporations

5. Artificial intelligence in private contracting: Contract law, e-commerce and consumer protection

1. The use of artificial intelligence in private contracting: smart contracts.
2. Implications and risks of artificial intelligence on e-commerce, in particular with consumers.
3. Civil liability in the field of artificial intelligence: liability for defective products
4. The insurance of civil liability in the field of artificial intelligence

6. The influence of artificial intelligence on financial regulation: banking, securities market and insurance law

1. Digital representation of rights, assets or securities. The MiCA Regulation and the MiFID II Directive.
2. Artificial intelligence applied to financial services (FinTech)
 - 2.1 Subjects, business models and relevant operations.
 - 2.2 Robo-advisors (robo-advisors)
3. Artificial intelligence applied to the stock market. High frequency algorithmic trading (high frequency trading)
4. Artificial intelligence applied to the arrangement and distribution of private insurance (InsurTech)



5. Artificial intelligence and big data applied to regulatory compliance (RegTech)

WORKLOAD**PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	30,00
Computer classroom practice	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	90,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY

The subject will be assessed on the basis of the following procedure:

1. A written exam, consisting of both theoretical questions and practical application exercises. The grade obtained in the exam will constitute seventy percent (70%) of the overall grade. It is not possible to pass the subject if the exam grade does not reach 3.5 points, i.e. 30% of the maximum grade that can be obtained.
2. The evaluation of the practical activities developed by the student during the course, based on the elaboration of work/memories and/or oral presentations, with discussion of the positions developed by the student; as well as his/her participation in the complementary activities that are proposed. The grade obtained after the evaluation of the practical activities will constitute twenty percent (20%) of the overall grade.
3. Continuous assessment of the student, based on the participation and degree of involvement of the student in the teaching-learning process, taking into account regular attendance at the scheduled classroom activities and the resolution of questions and problems proposed periodically. The mark obtained through continuous assessment based on participation, involvement and regular attendance will constitute **ten percent (10%)** of the overall mark.

EVALUATION

**REFERENCES**

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- ALFONSO SÁNCHEZ, R. (Dir.), *Digitalización de la actividad societaria de Cooperativas y Sociedades Laborales*, Cizur Menor (Navarra), Aranzadi, 2021.
- BOMPRESZI, C., *Implications of blockchain-based smart contracts on contract law*, Baden-Baden, Nomos, 2021.
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- NÚÑEZ ZORRILLA, M.^a C., *Inteligencia artificial y responsabilidad civil: Régimen jurídico de los daños causados por robots autónomos con inteligencia artificial*, Barcelona, Reus, 2019.
- GONZÁLEZ CASTILLA, F., *La economía colaborativa ante el derecho de la competencia: una introducción al análisis antitrust y regulatorio de las plataformas*, Cizur Menor (Navarra), Aranzadi, 2019.



- GRUNDMANN, S. (Ed.), European contract law in the digital age, Cambridge, Intersentia, 2018.
- HACKER, P./LIANOS, I., DIMITROPOULOS, G., EICH, S.(Eds.), Regulating Blockchain, Oxford, Oxford University Press, 2019.
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- MADIR, J. (Ed.), FinTech: Law and Regulation, 2ª ed., Cheltenham, Edward Elgar, 2019.
- MADRID PARRA, A. (Dir.), Derecho digital y nuevas tecnologías, Cizur Menor (Navarra), Aranzadi, 2022.
- MAUME, P./MAUTE, L./FROMBERGER, M. (Eds.), The Law of Crypto Assets, München, C. H. Beck, 2022.
- NAVAS NAVARO, S. (Coord.), Inteligencia artificial: tecnología, derecho, Valencia, Tirant Lo Blanch, 2017.
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