



COURSE GUIDE 2023-24

ETHICS AND PROFESSIONAL DEONTOLOGY

Multimedia and Digital Arts Degree
Universidad Católica de Valencia



COURSE GUIDE

		ECTS
SUBJECT TITLE: ETHICS AND PROFESSIONAL DEONTOLOGY		6
Area: ETHICS AND PROFESSIONAL DEONTOLOGY		6
Module: Anthropology and Professional Deontology		18
Type of course: COMPULSORY	YEAR: 3 Semester: 2	
Lecturer: Guillermo Gómez-Ferrer	Department: Theology, Social Doctrine of the Church and Professional Ethics	
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MODULE ORGANISATION

ANTHROPOLOGY AND PROFESSIONAL ETHICS				18
Duration and organisation within the curriculum: The three subjects that make up the module to be taught throughout the degree. The subject "Anthropology" (basic character) is taught in the 2nd half of first course. "Social Doctrine of the Church" (compulsory subject) taught in the 2nd semester of 2nd year, and finally "Ethics and Professional Ethics" (compulsory subject) is taught in the 1st half of 4th year.				
Areas and Subjects				
Area	ECTS	SUBJECT	ECTS	Year/ Semester
Ethics and Professional Deontology	6	Ethics and Professional Deontology	6	4/1

**COURSE GUIDE AREA/SUBJECT: Ethics and Professional Deontology****Pre-requisites: None****GENERAL OBJECTIVES**

1. To acquire ethical sensitivity and discernment in particular circumstances within the socio-professional field.
2. To develop basic notions of ethical and deontological study, together with their possible moral reductionisms.
3. To study the needs of the human being in depth, and reflect on the constant seek for happiness and self-knowledge.
4. To recognize the basic human goods and their adequate hierarchy as the root of every solidarity action.
5. To understand the importance of virtue in personality building and responsible professional practice.
6. To give an adequate answer to the ethical duties related to the profession. To elaborate the corresponding deontological code.

BASIC COMPETENCES**Competence analysis**

	1	2	3	4
CB1. Understanding of knowledge in an area of study that starts from the base of general secondary education, and is usually found at a level that, although it is supported by advanced textbooks. It also includes some aspects that imply knowledge from the vanguard of its field of study		X		
CB2. Apply knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and problem solving within their area of study.				X
CB3. Ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.				X
CB4. Ability to transmit information, ideas, problems and solutions to a specialized and non-specialized public.				X
CB5. Development of those learning skills needed to undertake further studies with a high degree of autonomy.				



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GENERAL COMPETENCES	Competence analysis			
	1	2	3	4
CG01 Ability to analyze and synthesize.				X
CG03 Oral and written communication in one's own language			X	
CG10 Teamwork.				
CG13 Skills in interpersonal relationships.			X	
CG14 Critical reasoning.				X
CG15 Ethical Commitment.				X
CG16 Capacity to take on responsibilities.				X
CG17 Capacity for self-criticism.				X
CG18 Autonomous learning and motivation for training throughout their professional life		X		
CG23 Recognition of diversity and multiculturalism. Knowledge of other cultures and customs. To know the social dimension of the human being considering the historical and sociocultural	X			
CG25 Motivacion for quality.			X	
CG28 Sensitivity towards cultural heritage				
CG29 Expression of social commitment				X
CG30 Show sensitivity towards the problems of humanity.				X
SPEFICIC COMPETENCES				
	1	2	3	4
CE11 Ability to adequately present the results of the research in an oral, written, audiovisual or digital manner, according to communication.				



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CE13 Capacity to contribute to the contemporary debate on digital and multimedia arts and practices.				X
CE14 Understand communication as a process, as well as the different elements that constitute it, including knowledge of				
CE18 To know, value and understand the ethical obligations of the professional of multimedia creation and the implications of conforming to them in professional performance.				X
EC19 Comprehensive understanding of artistic and multimedia practices and the importance of their relationship with their			X	
LEARNING OUTCOMES	COMPETENCIES			
O-1 Conceptualize problems using the knowledge and tools most appropriate, and propose solutions.	CB 2, 3, 4 CG 1, 3, 18 CE 13			
O-2 Know how to compare different worldviews and values in areas that gravitate personhood and social development. Identify what models of organizational structures provide with fullness the persons who are employed at an organization and what models are raised in obstacle to this fullness.	CB 2, 3, 4 CG 1, 14, 15, 23, 25, 29 CE 13			
O-3 To learn to take in consideration and to respect opinions and behaviors that differ from the own ones. To discuss the ethical and social implications of certain managerial decisions.	CB 2, 3, 4 CG 14, 15, 16, 17, 23, 29 CE 13			
O-4 Detected in the various social and economic positions underlying the different anthropologies, thus, able to cope with appropriate solutions to problems such positions arise or may incur in its practical application. Commit to what you believe and know to identify with others or otherwise challenge and propose alternatives.	CB 2, 3, 4 CG 14, 15, 16, 17, 23, 25, 29, 30 CE 18, 19			
SPECIFIC LEARNING OUTCOMES				
O-05 Acquire, through reflection, ethical sensitivity and discernment about particular circumstances within the social and professional sphere.	CB 2, 3, 4 CG 14, 15, 16, 29, 30 CE 18, 19			
O-06 To develop the basic notions of ethical study and deontology, as well as their possible moral reductions.	CB 2, 3, 4 CG 1, 14, 17, 18, 23, 25 CE			
O-07 Deepen the needs of the person and reflect on their constant search for happiness and self-knowledge.	CB 2, 3, 4 CG 14, 18, 23, 25, 29, 30 CE			



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O-08 Recognize basic human assets and their proper hierarchy as the foundation of professional action oriented to the common good.	CB 2, 3, 4 CG 3, 14, 15, 16, 17, 25, 29, 30 CE 19
O-09 Understand the importance of the virtues in the formation of the person and in the responsible professional application.	CB 2, 3, 4 CG 14, 15, 16, 17, 18, 29, 30 CE 18, 19
O-010 Respond properly to the ethical duties related to digital and multimedia creation. He elaborates the code of ethics.	CB 2, 3, 4 CG 1, 3, 15, 16, 18, 25 CE 18, 19

IN-CLASS LEARNING AND TEACHING METHODS			
ACTIVITY	Teaching / Learning Method	Learning Outcomes	ECTS
LECTURES	Content presentation by the teacher. Competence analysis, explanation and demonstration of capacities, abilities and classroom learning.	CB CG 1, 3, 14, 18, 23 CE 13, 18, 19	1,04
WORKSHOPS	Groupwork sessions monitored by the teacher. Case study, diagnosis analysis, problems, field study, computer room, field visits, data search, libraries, Webquests, Internet. Meaningful learning through interaction and student's own work.	CB 2, 3, 4 CG 1, 3, 13, 14, 15, 16, 17, 25, 29, 30 CE 13, 18, 19	0,96
TEAMWORK EXHIBITION	Readings on the application of interdisciplinary knowledge.	CB 2, 3, 4 CG 14, 15, 17, 25, 29, 30 CE E13, E18, E19	0,16



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OFFICE HOURS	Individual and in small groups. Teaching and/or guidance in order to revise and discuss materials and topics presented in classes, seminars, readings, projects, etc.	CB CG 1, 3, 14, 17, 25 CE	0,2
ASSESSMENT	Oral and/or written tasks in initial, formative and summative evaluation.	All	0,08
Total			(2,4)

INDEPENDENT LEARNING AND TEACHING METHODS			
ACTIVITY	Teaching / Learning methods	Learning Outcomes	ECTS
GROUP WORK	Group study of readings, essays, problem-solving tasks, seminars, projects, reports and so on to be presented orally or in writing in lectures, workshops and/or small group tutorials. Tasks performed through the University Virtual Platform. (www.plataforma.ucv.es)	O1, O3, O6, O7, O8	1
PERSONAL WORK	Individual study of selected readings, essays, problem-solving tasks, seminars, assignments, reports and so on to be presented or submitted in lectures, workshops and/or small group tutorials. Tasks performed through the University Virtual Platform. (www.plataforma.ucv.es)	O1, O2, O4, O5	2,6
Total			(3,6*)



ASSESSMENT METHODS AND CRITERIA

Evaluation sistem ¹	Results	Porcentaje
Participation	R4, R5, R6, R7	15%
Individual works	R4, R5, R6, R7	15%
Final work	R4, R5, R6, R7	20%
Exam	R4, R5, R6, R7	50%

Conditions to pass 1st and 2nd enrolments:

- For normal participation and attendance:

- ✓ There is no need to pass every teaching practice, but every practical work has to be presented on its proper time following the schedule, whether it is via Platform or for being corrected via normal class.
- ✓ In order to take every assessment tool into account the student must pass the exam –minimal grade: 5 on 10.
- ✓ If the student does not pass the exam, the final grade will be the grade obtained in the exam.

According to the assessment policy of the UCV it is established by article 8 that any student who has a lower subject attendance of the 50% will not be able to take the first exam call. It will be considered as class absence the justified and unjustified ones.

Those students that have informed the professor in advance about their personal situation and it is considered by the professor a justified absence due to working reasons, overlapping subjects, serious illness, second exam calls, etc. will be excluded of this rule and will have the express permission of the professor to take the first call exam. To be excluded from the above mentioned rule it is absolutely indispensable to inform the professor at the beginning

¹ Técnicas e instrumentos de evaluación: examen-exposición oral, pruebas escritas (pruebas objetivas, de desarrollo, mapas conceptuales...), trabajos dirigidos, proyectos, estudio de casos, cuadernos de observación, portafolio, etc.

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of the semestre and to accept the assessment process that the professor establishes and considers more appropriate for every special case. Under no circumstances the student can appeal these situations to break the rule at the end of the semestre.

Furthermore the professor can establish as absence the repeated delayed attendance, the lack of attention in class as well as the forbidden use of mobile phones, the lack of participation in class, etc. All the previously mentioned reasons can be considered as breaking the rule and therefore taken into account in order not to be allowed to take the first call exam and to penalize the established percentage on class participation and attendance.

The above mentioned rule affects both the assessment percentage on class attendance and class participation as well as the evaluation of class projects and case studies that have their own assessment percentage which are all included and explained in the present course guide.

- The student who will not be able to come to class activities:

- ✓ The student must do practical activities asked via platform on its due time following the schedule.
- ✓ The student does not need to do the work team research.
- ✓ He will also do the written examination but do not need to participate in any other activity. There are two types of written exam: 1st type: Normal theoretical examination (in the class) and 2nd type: Work-exam (at home). The type of exam will be decided on professor's own reasons.
- ✓ In order to take every assessment tool into account the student must pass the exam –minimal grade: 5 on 10. The allocated percentage will be: 50% written exam and 50 % well done practical work.
- ✓ If the student does not pass the exam, the final grade will be the grade obtained in the exam.

CONTENTS DESCRIPTION	COMPETENCIES
1. Morals, ethics and deontology	CB 2, 3, 4 CG 14, 15, 16, 29, 30 CE 18, 19
2. Human moral structure:	CB 2, 3, 4 CG 14, 15, 16, 29, 30 CE 18, 19
3. Ethics, philosophy concepts.	CB 2, 3, 4 CG 14, 15, 16, 29, 30 CE 18, 19
4. Aplicated ethics	CB 2, 3, 4 CG 14, 15, 16, 29, 30 CE 18, 19



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5. Metodological issues	CB 2, 3, 4 CG 14, 15, 16, 29, 30 CE 18, 19
6.	

BIBLIOGRAPHY

General

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COURSE ORGANIZATION	
DIDACTIC UNIT	NUMBER OF SESSIONS
1	2
2	2
3	10
4	10
5	4