



COURSE GUIDE 2024-25

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%
Tests	R4, R5, R6, R7	15%
Works	R4, R5, R6, R7	20%
Exam	R4, R5, R6, R7	50%

Conditions to pass 1st and 2nd enrolments:

Attendance and participation:

Compulsory attendance: According to the guidelines for the development of the General Regulations for Evaluation and Grading of Official Studies and UCV Degrees, in face-to-face degrees it will be necessary to attend class with a minimum of 80% of the sessions of each subject as a requirement to be evaluated. This means that, if a student does not attend more than 20% of the sessions of each subject, he/she will not be evaluated, neither in the first nor in the second call, unless the person in charge of the subject, with the approval of the person in charge of the degree, in view of exceptional circumstances duly justified, exempts the minimum percentage of attendance.

The same criterion will be applicable for hybrid or virtual degrees in which the faculty must maintain the same percentage in the requirement of "presence" in the different training activities, if any, even if these are carried out in virtual environments.

Completion of cases and practical exercises proposed in class:

The subject will count on continuous evaluation works -test on platform, analysis, etc-. These works are evaluated once submitted and the grade cannot be modified once they have been

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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submitted and reviewed, and consequently, the grade obtained in the exam will be the same as the grade obtained in the exam. It is not allowed to submit work after the deadline to raise grade or recovery of work not submitted unless expressly authorized by the teacher for justified reasons.

Final work:

The course will have a final work that can be individual or group at the discretion of the teacher. The evaluation criteria of such work will be explained in the classroom by the teacher in advance. As in the individual work, copying, plagiarism or lack of citation will be sanctioned. If plagiarism or copying is detected in any of the works presented, it will mean a 0 in the whole continuous evaluation part of the course.

Exam and Final Grade:

The course will have a final exam whose approval is essential (minimum grade 5 out of 10) to mediate with the rest of the grades obtained in the course. Failure to pass the exam means, consequently, the failure of the call and the exam grade will be reflected as the final grade of that call.

The average obtained in the continuous evaluation will be maintained in the first and second call, not being able to submit substitute work to those made during the continuous evaluation when the exam has been passed.

If the case arises that, having passed the exam, an average grade higher than 5 is not obtained for the subject as a whole, the exam must be repeated.

In case of failure in the first call, a single substitute work to those made during the continuous evaluation may be presented in the second call if it is determined that there was a justified cause for not having delivered it at the time or the teacher considers justified its repetition. In any case, it will imply re-examination in second call.

In no case can complementary work be submitted to improve the average grade obtained if the subject has been passed.

Students may waive their exam grade once they have passed the course and take the second exam, following the procedure established in the UCV regulations.

Plagiarism, copies and lack of citations:

In all work submitted (individual or group) as in the exam spelling mistakes will penalize the grade. Repetition of spelling mistakes will result in the automatic failure of the work or exam submitted. Minor faults (accents) will mean 0.2 less per fault. Serious faults (spelling, grammar) will mean 0.5 less per fault in the final grade of the exam.

The detection of plagiarism or copying of any work will lead to its suspension. It is considered plagiarism the use of works of others not cited by the author or the abusive use of material not belonging to the student for the elaboration of the same (more than 35%).

The copy in the exam means the failure of the whole course, not being able to present it in the second call.



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The presence of the student in the classroom at the beginning of the exam implies the evaluation of the same, not being able to claim the consideration of not presented, even if the student leaves the room immediately after receiving it.

Criteria for the awarding of honors:

Honorary Enrollment: The mention of "Honorary Enrollment" may be awarded to students who have obtained a grade equal to or higher than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Single Evaluation

Single Evaluation: According to article 9 of the General Regulations for the Evaluation and Grading of Official Studies and UCV's Own Degrees, the continuous evaluation system is the preferred evaluation system at UCV. Art. 10 allows, however, for those students who, in a justified and accredited way, show their inability to attend in person (or to synchronous communication activities for virtual and/or hybrid teaching modalities), their extraordinary evaluation in the so-called single evaluation. This single evaluation must be requested within the first month of each semester to the Dean's Office of the Faculty through the Vice-Dean's Offices or Master's Directorates, competing to this the express decision on the admission of the request of the student concerned.

For the subject of ETHICS, the evidence to be presented and/or the test/s to be taken in the single evaluation by the student are established according to final exam and final work plus test with the percentages 50% work and test + 50% 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. Metodolical isuses	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