

TEACHING GUIDE

ETHICS AND PROFESSIONAL DEONTOLOGY

GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y COMUNICACIÓN CORPORATIVA (INGLÉS)

ACADEMIC YEAR 2024-25

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 **Q2803011B UNIVERSIDAD REY JUAN CARLOS**
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I.-Subject Identification	
Type	FORMACIÓN BÁSICA
Teaching period	1 course, 2Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
<p>Ethics or moral philosophy is the branch of philosophy that involves systematizing, defending, and recommending concepts of right and wrong conduct. A branch of philosophy, ethics investigates the question 'What is the best way for people to live?' and 'What actions are right or wrong in particular circumstances?'. In practice, ethics seeks to resolve questions of human morality, by defending concepts such as good and evil, right and wrong, virtue and vice, justice and crime. As a field of intellectual inquiry, moral philosophy is also related to the fields of moral psychology, descriptive ethics, and value theory.</p> <p>The word 'deontology' derives from the Greek words form 'duty' (<i>deon</i>) and 'science' or 'study of' (<i>logos</i>). In contemporary moral philosophy, deontology is one of those kinds of normative theories regarding which choices are morally required, forbidden, or permitted. In other words, deontology falls within the domain of moral theories that guide and assess our choices of what we ought to do (deontic theories), in contrast to those that guide and assess what kind of person we are and should be (virtue theories).</p> <p>Finally professional ethics encompass the personal, organizational, and corporate standards of behavior expected of professionals and those working in acknowledgement professions that exercise specialist knowledge and skill. How the use of this knowledge should be governed when providing a service to the public can be considered a moral issue and is termed professional ethics. Professionals are capable of making judgements, applying their skills, and reaching informed decisions in situations that the general public cannot because they have not attained the necessary knowledge and skills.</p> <p>In this subject these three aspects are going to be analized, focusing in the historical approach of ethics, ethics in public relations (PR), and ethics in corporate communication.</p>

III.-Competences
<p>Generic competences</p> <p>CG2. Ability to apply knowledge to practice CG3. Ability to analyse, gather and summarise information and data CG5. Development of autonomous learning in the field of study CG9. Ability to gather, evaluate and interpret information from different sources CG10. Decision-making and problem-solving skills CG11. Ability to work in an international context CG14. Critical-thinking and self-criticism skills</p>
<p>Specific competences</p> <p>CE11. Knowledge of the professional and business environment related to the practice of the profession CE31. Principles of ethics and social responsibility. Management and implementation of these principles in business and institutional organisations CE41. Learn norms and customs, have consideration and respect for different cultures, acquiring and developing the capacity to act appropriately in a diversity of contexts</p>



IV.-Contents

IV.A.-Syllabus

UNIT 1 The Legal System. Positive and natural law. Ethics and Law. Professional ethics.
 UNIT 2 The legal norm. Concept, characters, classes. Interpretation, effectiveness and application.
 UNIT 3 The Spanish Constitution of 1978 and the axiological substrate that sustains it.
 UNIT 4 The social condition of moral conscience and reflection, ethics. Ethics, politics and power.
 UNIT 5 What is ethics? Ethical classifications. Ethics and Legality. Codes of Ethics. The social construction of truth. Truth, objectivity and interpretation.
 UNIT 6 Ethics and professional ethos. Definition of professionalism. Ethical principles related to communication.
 UNIT 7 Privacy and the protection of privacy. Right to privacy honour, the right to image and the right to information.

IV.B.-Training activities

Type	Title
Practical / resolution of exercises	Research Group Projects and presentation in class of them.
Reading	Texts, articles, and chapters of books
Practical / resolution of exercises	Exercise with Information and Communication technologies
Others	Lecture



V.-Student workload		
Lecture classes	55	
Practical classes/resolution of exercises, case studies, etc.	3	
Practical sessions in technological laboratories, hospitals, etc.	0	
Tests	2	
Academic tutorials	14	
Related activities: conferences, seminars, etc.	4	
Preparation of lecture classes	30	
Preparation of practices, exercises, cases studies work	30	
Test preparation	42	
Total student workload	180	
VI.-Methodology and academic programme		
Type	Period	Content
Master classes	Week 1 to Week 15	Lectures - Theoretical Classes (AD - Asynchronous Teaching) The classes will have a theoretical-practical approach to promote active participation of the students. The teacher will explain the main contents of each topic, present practical activities, answer the questions raised, give directions on how to find additional information and promote the open, critical and constructive debate.
Work placements	Week 6 to Week 14	Group Presentations
Tests	Week 16 to Week 16	Final Exams
Academic Tutorials	Week 1 to Week 15	Tutorials for students who need them
Reading	Week 2 to Week 14	Readings



VII.-Assessment methods

VII.A.-Assessment weighting

Continuous ordinary assessment:

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

Extraordinary assessment: Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

Description of the tests for assessment and their weights.

Description of the evaluation assignments and their weighting:

•The Continuous Assessment activities that will be carried out in person are the following:

1. Text comment on an ethical-legal dilemma (the value of this test is 30% of the final grade): practical exercises, practical resolution of a legal case and group discussion on an ethical dilemma. Evaluation in ordinary period. Not revaluable in extraordinary period.
2. Individual oral presentation (the value of this test is 30% of the final grade): Carrying out oral presentations in class based on the research made by the student. Attendance and participation in class throughout the course will also be taken into account. Evaluation in ordinary period. Revaluable in extraordinary period.
3. The evaluation of the final test consists of a final essay (which represents 40% of the total grade) on a specific topic of those analyzed in class, which demonstrates solvency within the framework of the knowledge required for the subject. The professor will inform her students at the beginning of the course of the guidelines for the preparation of the test and the necessary requirements to pass it. The student must demonstrate her knowledge of the contents and the matter that has been treated throughout the semester. Evaluation in ordinary period. Revaluable in extraordinary period.

It is recommended to consult the online teaching materials: video-conferences, power point presentations and complementary bibliographic materials have been enabled in the "Contents" tab of the Virtual Classroom of the subject. There you will find detailed instructions on how to take the continuous assessment tests and the final test.

VII.B. Assessment of students with an academic exemption

Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

VII.C. Review of assessment tests

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

VII.D.-Students with a disability or special educational needs



Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

VII.E.-Academic behaviour, academic integrity and honesty

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed

VII.-Bibliography

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Reference literature

IX.-Lecturers/Teachers/Professors

