

1. BASIC DATA

Subject	Personal and professional effectiveness
Titration	Bachelor's Degree in Audiovisual Communication
School/ Faculty	Faculty of Economics, Business and Communication Sciences
Course	First
ECTS	6 ECTS
Character	Obligatory
Language/s	Spanish / English
Modality	Face
Semester	First / Second semester
Academic year	2024 / 2025
Teacher	Marcos González Fernández

2. PRESENTATION

Personal and Professional Effectiveness is a compulsory subject within the degree in Audiovisual Communication, for the first year of this degree, with a value of 6 ECTS credits. This is a fundamental subject, which strengthens the field of Social Sciences and Communication that the degree in Audiovisual Communication has. The subject is of essential importance in the student's curricular itinerary, due to its transversal nature in which content can be found in ethics, sociology and philosophy. The subject analyzes the ethical and deontological implications that the media have in our societies. Therefore, as it is a transversal subject, it aims to introduce students to a critical reflection on the responsibility that hangs over the media as well as on the role they have in the development of democratic societies.

3. COMPETENCIES AND LEARNING OUTCOMES

Basic and general skills:

- CG1: Ability to identify, interpret, formulate and solve problems that arise in the field of Audiovisual Communication.
- CG4: Ability to apply new technologies in professional environments in the field of Audiovisual Communication.
- CB3: Students must have the ability to gather and interpret relevant data (usually within their area of study) in order to make judgments that include reflection on relevant social, scientific or ethical issues.
- CB4: Students should be able to transmit information, ideas, problems and solutions to both a specialised and non-specialised audience.
- CB5: Students must have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Transversal competences:

- CT01: Autonomous Learning: Ability to choose the strategies, tools and moments that he/she considers most effective to learn and independently put into practice what he/she has learned.
- CT03: Ability to adapt to new situations: being able to assess and understand different positions, adapting one's own approach as the situation requires it.
- CT07: Awareness of ethical values: Ability to think and act according to universal principles based on the value of the person that are aimed at his or her full development and that entails commitment to certain social values.
- TC08: Information Management: Ability to search, select, analyze and integrate information from diverse sources.
- CT012: Critical reasoning: Ability to analyse an idea, phenomenon or situation from different perspectives and to take on one's own personal approach, built on the basis of rigour and reasoned objectivity, and not on intuition.
- CT013: Problem solving: Ability to find a solution to a confusing issue or a complicated situation without a predefined solution, which makes it difficult to achieve an end.
- CT016: Decision-making: Ability to make a choice among existing alternatives or ways to effectively solve different situations or problems.
- CT017: Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to achieve common goals.
- CT018: Use of information and communication technologies (ICT): Ability to effectively use information and communication technologies as a tool for searching, processing and storing information, as well as for the development of communication skills.

Specific competencies:

- CE06: Ability to apply creative techniques in the design of audiovisual products in an innovative way.
- CE08: Knowledge of the techniques and uses of graphic design applied to the media and new audiovisual environments according to aesthetic, audiovisual, artistic criteria, etc., adding value to each project through the creative process.
- CE09: Ability to use their own digital tools applied to the generation of multiplatform audiovisual content.
- CE10: Knowledge of the fundamentals and techniques of photography and its application to the creation of digital images.
- CE11: Ability to recognise, choose and use the different methods and techniques of social research applied to audiovisual communication.
- CE13: Ability to recognise and apply basic legal regulations, ethics and deontology in the audiovisual communication sector as a whole.
- CE16: Ability to undertake and create audiovisual companies, knowing all the processes of the business models and distribution of current audiovisual products
- CE21: Ability to know and correctly apply the language of English, both oral and written, in the professional field as a basic tool in the audiovisual industry.
- CE22: Knowledge of the correct use of Spanish, both oral and written, as an element of information transmission in the audiovisual field and in the professional field

Learning outcomes:

- RA1: Analyse cases related to their professional activity from an ethical point of view, making decisions and defending them rationally.
- RA2: Discern in the face of an ethical dilemma through reasoned and justified arguments.
- RA3: Recognize and assume the consequences derived from one's own and others' acts.
- RA4: Make value judgments about one's own and others' attitudes and behaviors based on established rules.
- RA5: Use information, resources and technologies autonomously to achieve their learning objectives.
- RA6: Apply theoretical knowledge to professional practice.
- RA7: Solve problems based on premises or information.
- RA8: Show sufficiency when considering new problems and seek solutions autonomously.
- RA9: Participate and collaborate actively in work teams.
- RA10: Solicit ideas and opinions for joint decision-making and plans.
- RA11: Assume shared responsibilities in common projects.
- RA12: Recognize and act in the face of interpersonal conflicts.

The table below shows the relationship between the competencies developed in the subject and the learning outcomes that are pursued:

Competences	Learning Outcomes
CB1, CG5, CT7, CT12, CE1, SG22	RA1, RA2, RA3, 4
CB1, CB3, CB5, CT1, CT3, CT8, CT12, CT13, CT16, CT18	RA5, RA6, RA7, 8
CB1, CB3, CB5, CE11, CE22, CE24, CT17, CT18	RA9, RA10, RA11, RA12

4. CONTENTS

- Ethical approaches in the different spheres of professional activity.
- Autonomous learning and self-regulation in personal life and professional practice.
- Keys to organizing and managing teamwork.

5. TEACHING-LEARNING METHODOLOGIES

The following are the types of teaching-learning methodologies that will be applied:

- Case method.
- Problem-based learning.
- Project-based learning.
- Service-Learning.

6. TRAINING ACTIVITIES

The types of training activities that will be carried out and the student's dedication in hours to each of them are identified below:

Training activity	Hours	Face-to-face
Debates and colloquia	15	15
Guardianship	6	0
Freelance work	54	0
Material Review and Analysis	30	15
Case analysis, problem solving, project development, simulation.	30	80
Deliverables, assessment and reflection tests	15	60

7. EVALUATION

Evaluation system	Weight
Knowledge Test	50 %
Participation in debates and forums	10 %
Case analysis, problem solving, project development	20%
Delivery of reports, papers and writings	20%

On the Virtual Campus, when you access the subject, you will be able to consult in detail the evaluation activities you must carry out, as well as the delivery dates and evaluation procedures for each of them.

7.1. Ordinary call

Continuous assessment: Continuous assessment will consist of:

- 1) KNOWLEDGE TESTS: A mandatory knowledge test will be carried out.
- 2) INDIVIDUAL AND GROUP PRACTICES: Throughout the course, various practices will be carried out linked to the theoretical topics seen in class.

To pass the ordinary call, the weighted average mark of all the activities listed in the table must be equal to or greater than 5, and you must obtain a grade equal to or greater than 5 in the knowledge test.

FORM OF EVALUATION:

- KNOWLEDGE TESTS: The grade of these works accounts for **50%** of the total grade.
- INDIVIDUAL AND GROUP PRACTICES: The sum of all the practices carried out throughout the course will account for the other **50%** of the remaining grade.

7.2. Extraordinary call

The extraordinary call has the same evaluation criteria as those established in the ordinary call.

To pass in the extraordinary call, you must submit the activities indicated by the teacher, whose weighted average grade must be equal to or greater than 5, and obtain a grade equal to or greater than 5 in the knowledge test.

8. SCHEDULE

This section indicates the schedule with delivery dates of assessable activities of the subject:

Week	Unit of	Topics	Application Activitiess	

	Learning		Individual	Collaborative
1-2-3-4	UA 1	All Topics		Not applicable
5-6-7-8	UA 2	All Topics	Activity 1 Work on activism and media	
9-10-11-11-12	UA 3	All Topics	Activity 2 Work on sexism, racism, Classism and the media	Not applicable
13-14	UA 4	All Topics		Not applicable
15-16	UA 5	All Topics	Not applicable	Activity 3 Group activity About Codes deontological of the profession
17-18	All Units	All Topics	Activity 4: Test of Knowledge	

This schedule may be modified for logistical reasons of the activities. Any modification will be notified to the student in a timely manner.

9. BIBLIOGRAPHY

The recommended bibliography is indicated below:

- ARISTOTLE (2009). *Nicomachean Ethics, preliminary study by Salvador Rus Rufino.*

Madrid: Tecnos.

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- CHOMSKY, N.; RAMONET, I.: *How They Sell Us the Motorcycle: Information, Power and Media Concentration*. Madrid, Icaria, 2010.
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- SANCHEZ LEYVA, M.J. (coord.): *Feminist Criticism and Communication*. Madrid, Comunicación social, 2007.
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- WALZER, M. (2010). *Thinking politically*. Barcelona: Paidós.
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10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

. From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

The European University encourages you to participate in satisfaction surveys to detect strengths and areas for improvement in the teaching staff, the degree and the teaching-learning process.

The surveys will be available in the survey space of your virtual campus or through your email.

Your assessment is necessary to improve the quality of the degree.

Thank you very much for your participation

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