Postgraduate Certificate

Ethics and Decision-Making

tech global university

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Postgraduate Certificate

Ethics and Decision-Making

- Modality: **online**
- Duration: **6 weeks**
- Certificate: **TECH Global University**
- Credits: **6 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Website: **www.techtitute.com/us/journalism-communication/postgraduate-certificate/ethics-decision-making**

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01

Introduction

Working in communication environments subjects professionals to diverse situations, sometimes unpredictable, which generate ethical dilemmas when dealing with the approach, development and even the form of dissemination of information and its appropriateness. This program focuses on the various approaches to ethics applied to communication environments, which will help our students to grow by providing them greater confidence when making decisions.

An essential reflection for communication professionals on ethical problems and their implications"

Ethical considerations are often absent in other specialization programs. Many take these considerations for granted and assume participants are already familiar with them. So, ethics tends to be left aside when developing the competencies communication professionals must acquire during their specialization. However, reflection and knowledge of these issues is of the utmost importance to become a quality and rigorous professional.

This Postgraduate Certificate does address ethics in communication as a core element to discuss the dilemmas that arise in communication environments.

Specifically, it will cover the ethical aspects involved in the generation of information from different media, including the inherent limits and responsibilities to be considered.

Moreover, every aspect involved in proposing, developing and disseminating research in communication today will be studied: an immersion into the most current paradigm to keep up with the new order in communication.

In short, our students will have access to the work routines to conduct research in communication, and will develop the ability to successfully carry out any project.

With the guarantee and prestige of an online university that has already specialized thousands of students.

This **Postgraduate Certificate in Ethics and Decision-Making** contains the most complete and up-to-date program on the market. Its most notable features are:

- The latest technology in online teaching software
- A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- Practical cases presented by practising experts
- State-of-the-art interactive video systems
- Teaching supported by telepractice
- Continuous updating and recycling systems
- Autonomous learning: full compatibility with other occupations
- Practical exercises for self-evaluation and learning verification
- Support groups and educational synergies: questions to the expert, debate and knowledge forums
- Communication with the teacher and individual reflection work
- Content that is accessible from any fixed or portable device with an Internet connection
- Supplementary documentation databases are permanently available, even after the program

Face the ethical dilemmas in the profession with the critical eye you will develop on this program"

A contextualized and real learning experience that you will be able to put into practice by means of new skills and competences"

Our teaching staff is made up of working professionals. That way, TECH is sure to offer students the update objective it aims to provide. A multidisciplinary team of trained and experienced professors in different environments, who will impart the theoretical knowledge in an efficient way, but above all, who will put at the service of the program the practical knowledge derived from their own experience; one of the differential qualities of this course.

This mastery of the subject is complemented by the effectiveness of the methodology used in the design of this course. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. Students will cover with a range of convenient and versatile multimedia tools that will give them the operability they need during the training.

The design of this program is based on Problem-Based Learning: an approach that conceives learning as a highly practical process. To do this remotely, TECH uses telepractice: with the help of an innovative, interactive video system and Learning from an Expert, students will be able to acquire the knowledge as if they were facing the scenario they are learning in real life. A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

The ethical limitations communicators face in professional practice developed throughout a program of high practical value.

Gain the confidence to master your work in various ethical situations that arise in the profession.

02

Objectives

TECH's objective is to create highly qualified professionals for work experience. An objective that is complemented in a global manner by promoting human development that lays the foundations for a better society. This objective is focused on helping Communication professionals reach a much higher level of expertise and command. A goal that our students will be able to achieve in only six months with this highly intensive and accurate Postgraduate Certificate.

Throughout this Postgraduate Certificate, students will acquire the ability to discern and make decisions based on ethical conflicts that may arise in your profession"

General Objectives

- Learn to pose research problems
- Elaborate contextual frameworks
- Build and validate models
- Create and validate data collection instruments
- Master data analysis techniques
- Learn to structure academic and scientific texts
- Master academic and scientific writing
- Learn to participate in scientific meetings and make the results visible
- Develop information management, critical thinking and problem-solving skills

Specific Objectives

- Value the ethical aspects associated with communication processes
- Identify the importance of applying fundamental ethical principles in the world today

"Develop communication skills and a formal framework to disseminate and present quality research projects in social and academic settings of greater scope"

03

Course Management

For our program to be of the highest quality, we are proud to work with a teaching staff of the highest level, chosen for their proven track record in the field of education. Professionals from different areas and fields of expertise that make up a complete, multidisciplinary team. A unique opportunity to learn from the best.

An impressive teaching staff, made up of professionals from different areas of expertise, will be your teachers during your specialization: a unique opportunity not to be missed"

Management

Dr. Del Valle Mejías, María Elena

- Doctorate in Educational Sciences
- Expert in e-Learning, Platforms and Content
- Expert in Instructional Design by Competencies

04

Structure and Content

The contents of this program have been developed by the different experts on the course, with a clear purpose: to ensure that our students acquire each and every one of the necessary skills to become true experts in this field.

A complete and well-structured program will take you to the highest standards of quality and success.

This Postgraduate Certificate in Ethics and Decision-Making contains the most complete and up-to-date scientific program on the market"

Module 1. Ethics and Decision-Making for Communicators

1.1. Ethics
- 1.1.1. Concept
- 1.1.2. The Object of Ethics
- 1.1.3. The Value of Ethics
- 1.1.4. Ethics and morals

1.2. The Ethical Communicator
- 1.2.1. Professional Responsibilities
- 1.2.2. Veracity
- 1.2.3. Objectivity
- 1.2.4. Professional Secrecy and Respect for Privacy

1.3. Decision-Making
- 1.3.1. Concept
- 1.3.2. Processes Involved
- 1.3.3. Types of Decision
- 1.3.4. Requirements in Decision-Making

1.4. Ethical Dilemmas in Contemporary Communication
- 1.4.1. Cyberbullying
- 1.4.2. Information Limits
- 1.4.3. Plagiarism
- 1.4.4. Minorities and Discrimination

1.5. Risks and Opportunities in Ethical Reasoning
- 1.5.1. Origin
- 1.5.2. Consequences
- 1.5.3. Main Settings
- 1.5.4. Case Analysis

1.6. Argumentation and Ethics
- 1.6.1. Concept
- 1.6.2. Features
- 1.6.3. Elements in Argumentation
- 1.6.4. Argumentation Strategies

1.7. Micro Communication and Ethics
- 1.7.1. Origin
- 1.7.2. Consequences
- 1.7.3. Main Settings
- 1.7.4. Case Analysis

1.8. Communication Stakeholders
- 1.8.1. Concept
- 1.8.2. Primary Stakeholders
- 1.8.3. Secondary Stakeholders
- 1.8.4. Stakeholders Theory

1.9. Integrating Ethics in Decision-Making
- 1.9.1. Norms and Principles in Decision-Making
- 1.9.2. Decision-Making Processes
- 1.9.3. Factors Influencing Decision-Making
- 1.9.4. Criteria for Ethical Decisions

1.10. Challenges in Contemporary Ethics
- 1.10.1. Ethics and Diversity
- 1.10.2. Ethics and Human Freedom
- 1.10.3. Ethics and Values
- 1.10.4. Ethics, Purpose and Media

A comprehensive teaching program, structured in well-developed teaching units, oriented towards learning that is compatible with your personal and professional life"

05

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

> *Our program prepares you to face new challenges in uncertain environments and achieve success in your career"*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

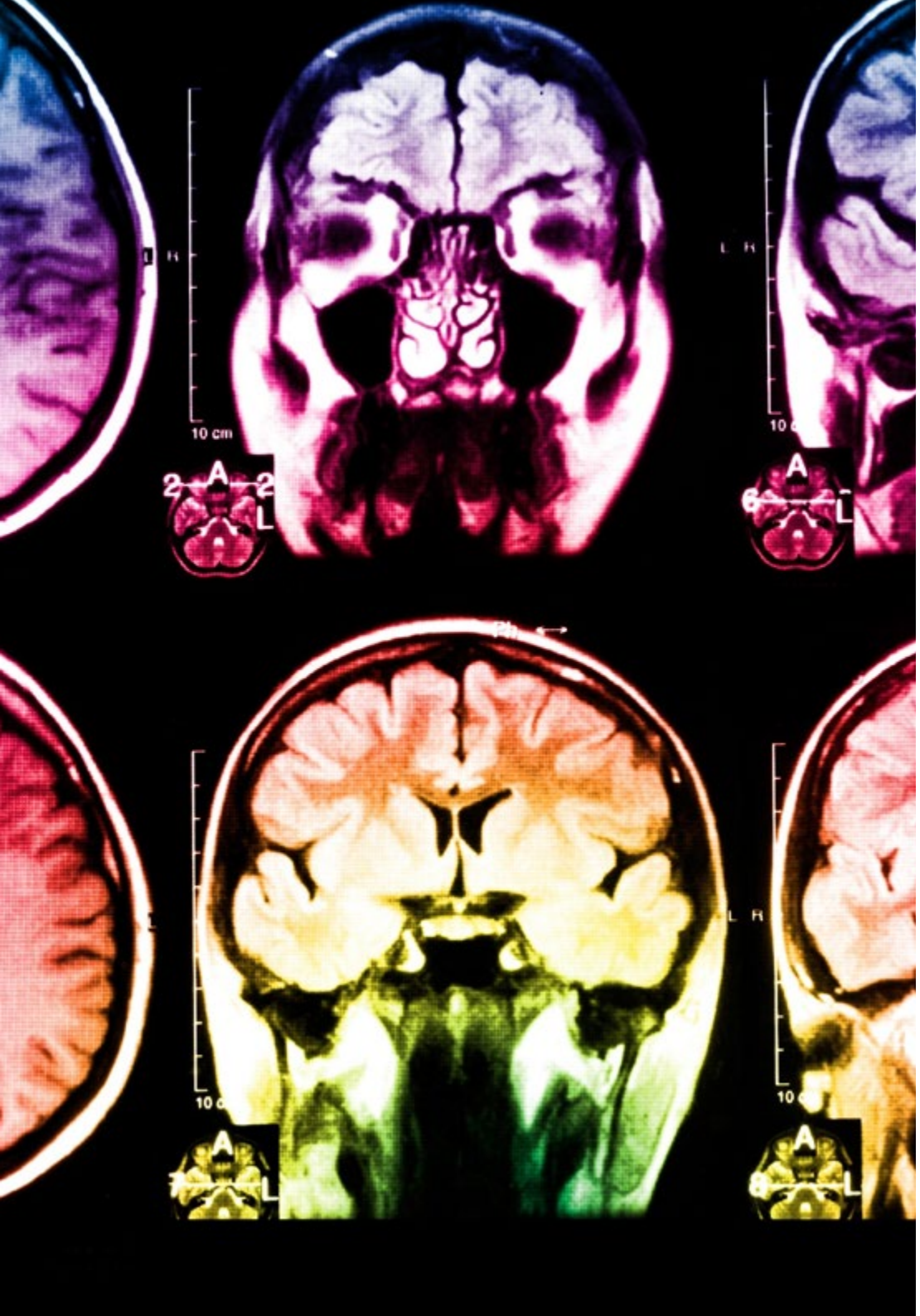
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

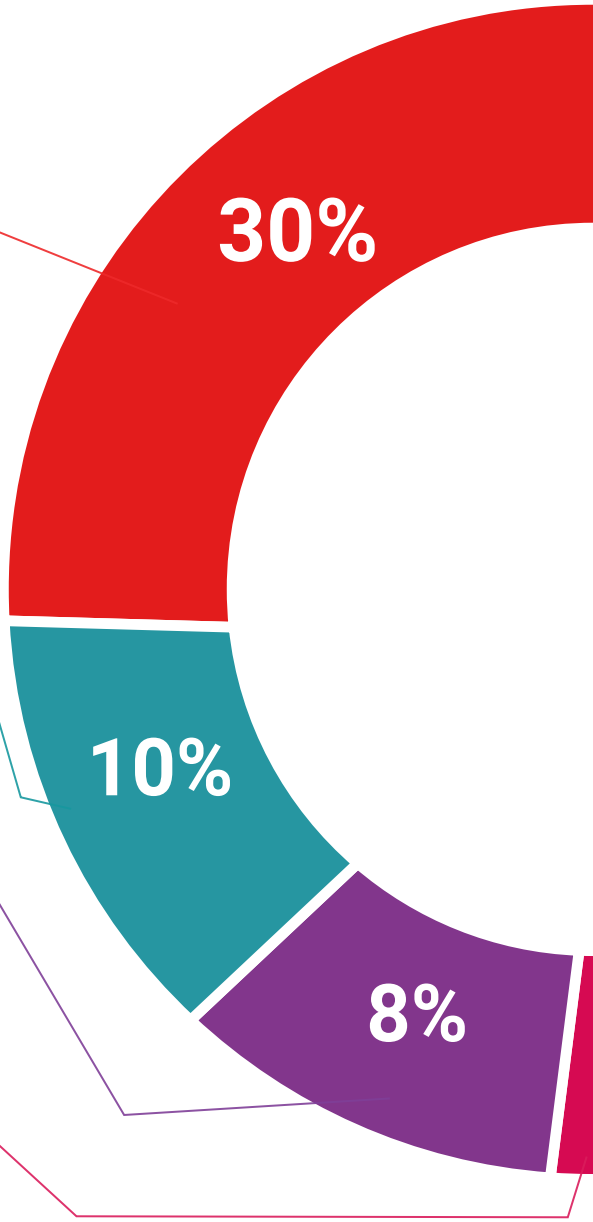
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

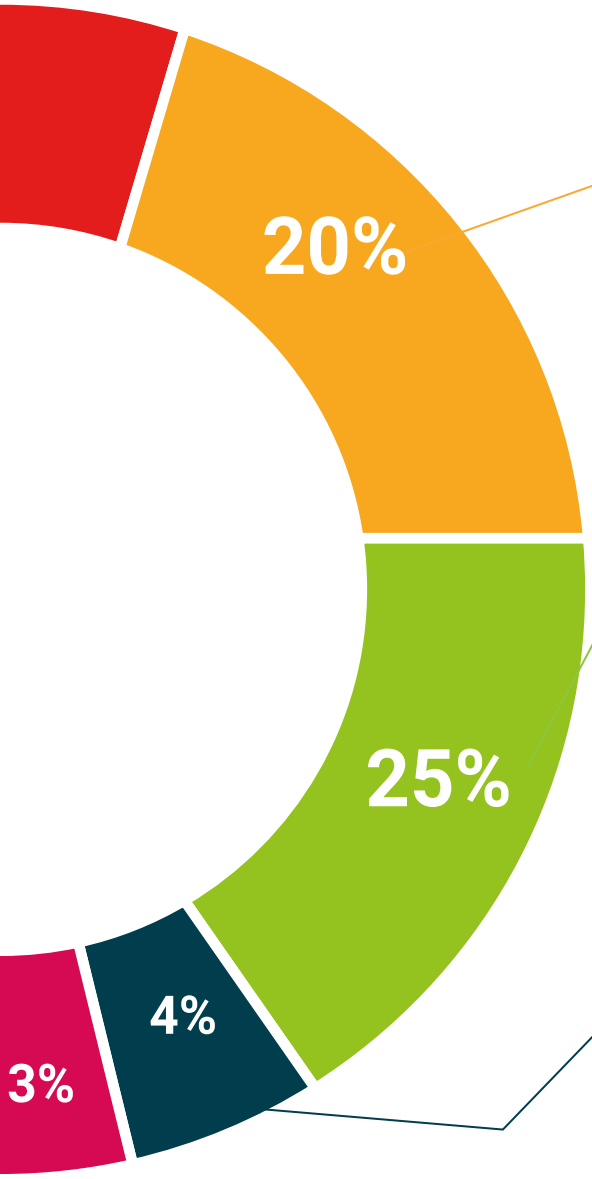
Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

06

Certificate

The Postgraduate Certificate in Ethics and Decision-Making guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This program will allow you to obtain your **Postgraduate Certificate in Ethics and Decision-Making** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (***official bulletin***). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Ethics and Decision-Making**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

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Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Certificate in Ethics and Decision-Making

This is a program of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

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