

Liverpool John Moores University

Title: Professional Development for PR Practice
Status: Definitive
Code: **5004BUSCO** (117178)
Version Start Date: 01-08-2013

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Janet Farrow	Y

Academic Level: FHEQ5
Credit Value: 24.00
Total Delivered Hours: 48.00
Total Learning Hours: 240
Private Study: 192

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	48.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	Portfolio to include self reflection and analysis, job study and CV.	50.0	
Report	Report	Research proposal including the use of project management software for project planning, 1,500 words.	50.0	

Aims

To provide students with the confidence, skills and knowledge to make realistic, well-informed career choices, and with the ability to review and adapt their plans in the light of changing priorities and circumstances.

To develop students' knowledge and skills in project management principles and practices.

To provide students with the broad and holistic knowledge and skills required to develop business solutions for the workplace often relating to specific clients/projects.

Learning Outcomes

After completing the module the student should be able to:

- LO 1 Comprehend and explain the concept and process of career planning.
- LO 2 Apply the practices of reflection, analysis and review in relation to career management and personal development.
- LO 3 Apply the principles of project management to a business project.
- LO 4 Produce a business proposal.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Portfolio	LO 1	LO 2
Report	LO 3	LO 4

Outline Syllabus

Career Management.

Finding your Profile (Self-Awareness):

Matching interests, strengths and activities with the world of work, being introduced to current trends within the labour market, researching opportunities available to business graduates.

Effective Applications:

Developing a business solution

Project management

Research methods

Consultancy

Client management

Learning Activities

The module uses a mix of workshops and practical sessions to deliver its content, covering different parts of the module syllabus.

References

Course Material	Website
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Author	
Publishing Year	
Title	Destinations website: https://destinations.ljmu.ac.uk
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Maylor, H
Publishing Year	2010
Title	Project Management
Subtitle	
Edition	4th edition
Publisher	Financial Times/Prentice Hall
ISBN	

Course Material	Book
Author	Saunders, M, Lewis, P and Thornhill, A
Publishing Year	2007
Title	Research Methods for Business Students
Subtitle	
Edition	4th edition
Publisher	Prentice Hall
ISBN	0-273-70148-7

Course Material	Book
Author	Hair, J F, Money, A H, Samouel, P and Page, P
Publishing Year	2007
Title	Research Methods for Business
Subtitle	
Edition	
Publisher	John Wiley, Chichester
ISBN	0-470-03404-0

Course Material	Book
Author	Fisher, C
Publishing Year	2004
Title	Researching and Writing a Dissertation
Subtitle	For Business Students
Edition	
Publisher	Pearson Education
ISBN	0-273-68334-9

Course Material	Book
Author	Bryman, A and Bell, E
Publishing Year	2003

Title	Business Research Methods
Subtitle	
Edition	
Publisher	OUP
ISBN	019-925938-0

Notes

Notes will be available on Blackboard