

Liverpool John Moores University

Title: SANDWICH YEAR - Business with Digital Marketing
Status: Definitive
Code: **5115LBSBW** (129651)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Lucy McGrath	Y
Elena Teso	

Academic Level: FHEQ5
Credit Value: 120
Total Delivered Hours: 10

Total Learning Hours: 1200
Private Study: 1190

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Seminar	10

Grading Basis: Pass/Not Pass

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	Placement portfolio	100	

Aims

The aim is to provide students with an extended period of work experience at an approved partner that will complement their programme of study at LJMU. This will give students the opportunity to develop professional skills relevant to their programme of study as well as the attitude and behaviours necessary for employment in a diverse and changing environment.

Learning Outcomes

After completing the module the student should be able to:

- 1 Discuss the importance of appropriate professional behaviours in the workplace
- 2 Identify the professional and personal skills necessary for effective employment within a professional environment
- 3 Demonstrate an awareness of the scope, structure and operation of the host organisation
- 4 Reflect upon the impact of the placement on their personal and professional development

Learning Outcomes of Assessments

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

Placement portfolio	1	2	3	4
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Outline Syllabus

Prior to the commencement of the placement there will be a period of preparation for the placement.

The nature of the learning experience will depend upon the placement provider. The nature of the placement will be approved in advance by the university to ensure that the experience is appropriate and relevant to the student's programme of study.

Learning Activities

The exact nature of the learning activities will depend upon the placement. An appropriate programme of work and supervision relevant to the student's degree programme will be established through negotiation, on an individual basis, between LJMU, the placement provider and student.

Notes

This extended placement forms a key part of a sandwich degree. All placements need to be assessed and approved prior to commencement in line with the LJMU Placement Learning Code of Practice.

The Code of Practice requires students to conduct themselves in a professional and responsible manner during the placement - failure to do so may lead to the placement being terminated prematurely.

Placements are normally for one calendar year on a full-time basis. Split placements of a shorter duration may be permissible. There is an expectation that a minimum of 1200 hours will be spent in the workplace.