

## Liverpool John Moores University

Title: Professional Development & Research  
Status: Definitive  
Code: **5506IACTPR** (126040)  
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Kolej IACT SDN BHD

Team	Leader
Brigitte Hordern	Y

**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 44  
**Total Learning Hours:** 200      **Private Study:** 156

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Workshop	44

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Reflection	Reflection	Reflection on personal performance , skills set and evaluation of career options (2500words)	50	
Dissertation	Proposal	A proposal for the final year dissertation project appropriately presented (2500words)	50	

### Aims

*To develop students' workplace understanding, employability and subject specific skills via a short project with a relevant employer.*

*To prepare students for the Level 6 Dissertation and enable students to develop a research proposal*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Reflect on their skill set and evaluate career options, and define developmental targets in line with career objectives
- 2 Prepare an appropriately presented and coherent research proposal.

## **Learning Outcomes of Assessments**

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

Reflection on work related lea	1
Proposal for final year projec	2

## **Outline Syllabus**

*Project based learning*  
*Effective work in teams*  
*Application of theory to solve business problems*  
*Introduction to research project and planning*  
*Project layout*  
*Literature searching and bibliographic citations*  
*Data collection and analysis*

## **Learning Activities**

This module consists of a short, project based placement within an organisation dealing with PR related work. Learning on placement is experiential and reflective. Research methods workshops and self directed activities with the support of a supervisor.

## **Notes**

Course Notes available on Canvas