

Liverpool John Moores University

Title: BUSINESS & PUBLIC RELATIONS DISSERTATION
Status: Definitive
Code: **6001BUSPR** (117404)
Version Start Date: 01-08-2018

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
Mike Swain	Y

Academic Level: FHEQ6
Credit Value: 24
Total Delivered Hours: 6
Total Learning Hours: 240
Private Study: 234

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	6

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Dissertation	AS1	Dissertation c10000 words	100	

Aims

To allow students to demonstrate their ability to select a valid business and public relations topic, to collect and synthesize relevant information on the topic, to adopt a critical attitude to the information retrieved, and to present the information in a professional manner.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate skills, knowledge and research commensurate with the demands of the project title.
- 2 Work with a minimum of supervision, but to co-operate with their project supervisor.
- 3 Plan a structure for the presentation of the project.
- 4 Think critically, and demonstrate this critical approach in the project.
- 5 Synthesize relevant information from other modules studied, and from other appropriate sources.
- 6 Document their investigation in appropriate ways.

Learning Outcomes of Assessments

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

Dissertation	1	2	3	4	5	6
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Outline Syllabus

Introduction to the project and project planning.

Project layout.

Literature searching.

Interview techniques.

Data collection and analysis.

Bibliographic citations.

High level guidance from staff supervisors.

The student will negotiate the aim and objectives for the project with the supervisor.

Learning Activities

Each student will be assigned a staff supervisor, with whom the student will liaise throughout the semester.

Research methods will be delivered in a series of lectures.

Notes

This module enables final year students to apply their knowledge and skills to a researched business and public relations problem or issue.

All students must submit a proposal to module leader for their intended project.

Proposal requirements to be found in module handbook.