

Summary Information

Module Code	6003BPR
Formal Module Title	Business and Public Relations Dissertation
Owning School	Business and Management
Career	Undergraduate
Credits	30
Academic level	FHEQ Level 6
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Alison Lawman	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
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Online	25
Seminar	5
Tutorial	6

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-MTP	MTP	September	28 Weeks

Aims and Outcomes

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.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Demonstrate skills, knowledge and research commensurate with the demands of the project title
MLO2	Plan a structure for the presentation of the dissertation.
MLO3	Think critically, and demonstrate this critical approach in the project.
MLO4	Synthesize relevant information from other modules studied, and from other appropriate sources

Module Content

Outline Syllabus
Choosing a research topic Literature reviews Determining aim and objectives

Module Overview
This module allows you to demonstrate your 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.

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

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Dissertation	Individual dissertation	100	0	MLO3, MLO4, MLO1, MLO2