

Liverpool John Moores University

Title: Business & Public Relations Dissertation
Status: Definitive
Code: **6003BPR** (121568)
Version Start Date: 01-08-2021

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

| Team | Leader |
|---------------|--------|
| Jack OFarrell | Y |

Academic Level: FHEQ6
Credit Value: 30
Total Delivered Hours: 36
Total Learning Hours: 300
Private Study: 264

Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Online | 25 |
| Seminar | 5 |
| Tutorial | 6 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|--------------|-------------------|---|---------------|---------------|
| Dissertation | CW1 | Dissertation/project approx. 9000 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 Plan a structure for the presentation of the dissertation.
- 3 Think critically, and demonstrate this critical approach in the project.
- 4 Synthesize relevant information from other modules studied, and from other appropriate sources

Learning Outcomes of Assessments

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

| | | | | |
|-------------------------|---|---|---|---|
| Individual dissertation | 1 | 2 | 3 | 4 |
|-------------------------|---|---|---|---|

Outline Syllabus

Choosing a research topic

Literature reviews

Determining aim and objectives

Learning Activities

Group seminars and individual tutorials

Notes

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