

## Liverpool John Moores University

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Title: Research Project  
Status: Definitive  
Code: **7007BUSPR** (121096)  
Version Start Date: 01-08-2020

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

Team	Leader
Jack OFarrell	Y

**Academic Level:** FHEQ7  
**Credit Value:** 60  
**Total Delivered Hours:** 8  
**Total Learning Hours:** 600  
**Private Study:** 592

### Delivery Options

Course typically offered: Summer

Component	Contact Hours
Tutorial	8

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Dissertation	diss	20,000 word research project	100	

### Aims

*To prepare a research project that applies managerial concepts and research techniques to a significant public relations related organisational issue or problem.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Select and apply critical management thinking to a public relations related organisational issue or problem, supporting the evaluation with appropriate literature.
- 2 Develop the research approach and critically evaluate the techniques used to investigate an important management issue or problem.
- 3 Synthesize information and data to arrive at a coherent conclusion and recommendations.
- 4 Critically evaluate the strategic implications of the recommendations made.

## **Learning Outcomes of Assessments**

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

20,000 word research project	1	2	3	4
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## **Outline Syllabus**

*Working in conjunction with the supervisor the student will refine the precise topic for research. Building on the preparatory modules, Managing Business Research 1 and Managing Business Research 2 students will develop their critical skills as a researcher.*

## **Learning Activities**

Supervisory tutorials, independent research.

## **Notes**

The research project builds on previous learning from Managing Business Research 1 and 2 and from appropriate subject specific modules, with the learning outcomes being achieved through a 20,000 word dissertation that applies managerial concepts and research techniques to critically investigate a public relations related organisational issue or problem.

Whilst the student will primarily operate as an independent learner for this in-depth advanced study, support and guidance will be available from the assigned supervisor.