

Liverpool John Moores University

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Title: International Research Project
Status: Definitive
Code: **7008BUSPR** (123623)
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 international 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 an internationally focused 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 an internationally focused 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.