

## PROGRAMME SPECIFICATION

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### Bachelor of Arts with Honours in Business and Public Relations

<b>Awarding institution</b>	Liverpool John Moores University
<b>Teaching institution</b>	LJMU
<b>UCAS Code</b>	NP12
<b>JACS Code</b>	N100, P210
<b>Programme Duration</b>	Full-Time: 3 Years, Sandwich Thick: 4 Years
<b>Language of Programme</b>	All LJMU programmes are delivered and assessed in English
<b>Subject benchmark statement</b>	Business & Management 2015; Communication, Media, Film and Cultural Studies 2008
<b>Programme accredited by</b>	Chartered Institute of Public Relations (CIPR)
<b>Description of accreditation</b>	The programme has been fully recognised by the CIPR. <a href="http://www.cipr.co.uk/content/training-qualifications/cipr-recognised-degree">http://www.cipr.co.uk/content/training-qualifications/cipr-recognised-degree</a> The programme is revised according to the CIPR education criteria.
<b>Validated target and alternative exit awards</b>	<p>Bachelor of Arts with Honours in Business and Public Relations</p> <p>Bachelor of Arts Honours (SW) in Business and Public Relations</p> <p>Diploma of Higher Education in Business and Public Relations</p> <p>Diploma in Higher Education (SW) in Business and Public Relations</p> <p>Certificate of Higher Education in Business and Public Relations</p>
<b>Programme Leader</b>	Mike Swain

### Educational aims of the programme

The purpose of the Business & Public Relations programme is to:

Provide a stimulating and rigorous study of business and public relations theories, issues and techniques alongside practical skills that are essential within the public relations and business environments.

Develop the ability to analyse complex situations in which the above elements interact.

Provide a rigorous study of organisations, their management and the changing external environment in which they operate.

Develop graduates' ability to evaluate and make recommendations for implementing solutions to business and public relations problems.

Prepare graduates for professional accreditation.

Synthesise the public relations and business practice subject areas.

Equip graduates with a range of transferable skills including an ability to manage, to communicate, to be team players and to have good interpersonal skills.

Develop the necessary knowledge and digital skills so that graduates may pursue a career in public relations and/or business and management, or further relevant academic study.

Encourage students to engage with the development of employability skills by completing a self-awareness

statement.

### **Alternative Exit/ Interim Award Learning Outcomes - Certificate of Higher Education**

*A student who is eligible for this award will be able to:*

understand the structure and functions of business  
understand the value and nature of public relations  
apply a range of appropriate business software  
develop students' ability to communicate personally and professionally

### **Alternative Exit/ Interim Award Learning Outcomes - Diploma of Higher Education**

*A student who is eligible for this award will be able to:*

further develop students' understanding of business and public relations theory and application  
provide students with a practical and theoretical understanding of the technologies that impact on PR practice  
explore, develop and apply good professional practice in media relations  
enable students to understand the methods by which businesses communicate internally and externally with their stakeholders in order to facilitate change  
equip students with skills that will prepare them for the employment market

## **Target award Learning Outcomes - Bachelor of Arts with Honours**

*A student successfully completing the programme of study will have acquired the following subject knowledge and understanding as well as skills and other attributes.*

*A student who is eligible for this award will be able to:*

1. appreciate the role of public relations in a wide range of organisations, market sectors and in relation to public/stakeholder groups.
2. demonstrate knowledge and understanding of organisations, the internal and external environments in which they operate and how they are managed.
3. demonstrate knowledge of the structure, functions, processes and management of business organisations.
4. assess the public relations implications of business decisions.
5. demonstrate and apply knowledge of business communications, and public relations tools, and critically appraise related issues.
6. demonstrate knowledge of the legal, ethical and regulatory frameworks relating to public relations and related disciplines.
7. develop objectives, analyse issues and plan and manage public relations strategies.
8. integrate theory and practice.
9. synthesise and analyse information from a variety of sources.
10. apply concepts and principles of the discipline to the solution of complex problems.
11. employ analysis and evaluation tools to argue and draw appropriate conclusions and recommendations.
12. plan and conduct research and produce a report.
13. communicate effectively internally and externally, with the public, market sectors, and the media.
14. gather, organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or in other forms.
15. establish effective procedures for issue and crisis management.
16. plan for events and exhibitions.
17. use tools and techniques to analyse business and client requirements.
18. communicate effectively to a wide range of individuals through a variety of methods.
19. manage time and work to deadlines.
20. work effectively alone or as a member of a team.
21. effectively use digital technologies for business and public relations.

22. utilise problem-solving skills in a variety of practical situations.
23. apply knowledge - evaluate case studies and scenarios and make critical judgements.
24. learn independently for the purpose of study, and continuing personal and professional development.

## Alternative target awards

*A student who is eligible for the following awards will be able to:*

Bachelor of Arts Honours (SW) in Business and Public Relations -

In addition to the learning outcomes listed above, students who obtain the alternative Sandwich target award will also gain experience in the application of skills and knowledge in a work situation through completing a one year sandwich placement.

## Teaching, Learning and Assessment

*The methods used to enable outcomes to be achieved and demonstrated are as follows:*

The acquisition of core knowledge is achieved through a range of teaching methods including lecture, seminar, tutorial and workshop. The core knowledge and understanding required for the programme determines the teaching methods used within modules. For example, lectures may be used to introduce core theories and concepts, with seminars, tutorials and workshops being utilised to build on core theories and explore in more detail further concepts, ideas and 'real-world' business issues.

The ability for students to consolidate their learning has been considered and developed within modules. As well as potentially using workshops, tutorials and seminars to practice and further explore theories and concepts, students will also develop their learning through on-line activities and directed reading.

In formulating the assessment strategy, the programme team aims to achieve an appropriate match between teaching and learning methods and assessment tasks in order to ensure that the programme offers variety in its assessment. The provision of formative assessment and feedback has also been considered within modules in order to provide students with the best opportunity to develop their knowledge and understanding of key subjects. Assessment methods for the programme include portfolios, presentations, research case-study, poster campaigns, on-line reflection, tests, essays, reports and examinations.

## Programme structure - programme rules and modules

The programme is offered in full time mode (1 year per level - 3 years non sandwich, 4 years sandwich). The programme comprises a number of modules being delivered and assessed in each academic year. A 480 hours industrial placement is available between levels 5 and 6. Students successfully completing the assessments associated with the placement are eligible for a sandwich award. Requirements for progression and the award are indicated for each stage of the course with reference to the Framework for Higher Education Qualifications (FHEQ).

Students can choose to undertake either a sandwich year or an additional study year abroad:

Sandwich year.

The aim is to provide students with an extended period of work experience at an approved partner that will complement their programme of study at LJMU. This will give the students the opportunity to develop professional skills relevant to their programme of study, as well as attitude and behaviours necessary for employment in a diverse and changing environment.

The placement year will follow Level 5 and students will be enrolled on a 480 credit honours sandwich programme. Of those 480 credits, 120 will be taken via a level 5 sandwich year work placement module (5008BPR). The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5.

Additional study year abroad following Level 5.

The programme will offer the opportunity of an additional study year abroad following Level 5. Students will be enrolled on a 480 credit honours with study abroad programme. Of those 480 credits, 120 will be taken via a Level 5 study abroad module (5009BPR). The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5.

Level 6	Potential Awards on completion	Bachelor of Arts with Honours
Core	Option	Award Requirements
<a href="#">6001BPR</a> Integrated Digital Marketing Communications (20 credits) <a href="#">6002BPR</a> Change Management (20 credits) <a href="#">6003BPR</a> Business & Public Relations Dissertation (30 credits) <a href="#">6004BPR</a> Issues in Crisis Management (10 credits) <a href="#">6005BPR</a> Strategic Campaign Management (20 credits) <a href="#">6006BPR</a> Working in the creative industries (20 credits)		120 core credits at level 6 0 option credits at level 6
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
<a href="#">5002BPR</a> Media Management (20 credits) <a href="#">5003BPR</a> Corporate Communications (20 credits) <a href="#">5004BPR</a> Event Management (20 credits) <a href="#">5005BPR</a> Graduate Enterprise (20 credits) <a href="#">5007BPR</a> Digital Communication Management (20 credits) <a href="#">5100LBSBW</a> Employability Skills (20 credits)		120 core credits at level 5 0 option credits at level 5
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
<a href="#">4001BPR</a> Business Environment (20 credits) <a href="#">4002BPR</a> Public Relations: Practice and Principles (20 credits) <a href="#">4003BPR</a> Communication Theory (20 credits) <a href="#">4005BPR</a> Creative Media Production (10 credits) <a href="#">4006BPR</a> Personal and professional development (10 credits) <a href="#">4007BPR</a> Writing for PR (20 credits) <a href="#">4034BUSMK</a> Consumer Behaviour (20 credits)		120 core credits at level 4 0 option credits at level 4

## Information about assessment regulations

All programmes leading to LJMU awards operate within the University's Academic Framework.  
<https://www.ljmu.ac.uk/about-us/public-information/academic-quality-and-regulations/academic-framework>

## Opportunities for work-related learning ( location and nature of activities)

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The four elements of Work Related Learning (WRL):

1. Learning about oneself
2. Learning and practising skills
3. Experiencing the world of work

4. Experiencing and learning how to learn and manage oneself in a range of situations will be addressed through the continuing development of graduate skills that are embedded into the programmes as well as via campus based work related learning.

The programme embeds work related learning through assessment design, field trips, and guest speakers. Specific modules such as 4006BPR (Personal and professional development) prepare students for their careers, and this development is continued through 5005BPR (Graduate Enterprise) and 6006BPR Personal and professional development in the creative industries.

Students also have the opportunity to further their work related learning by availing of the Sandwich year work placement (5008BPR), supported by the programme team and the Employability Support Unit. Students are assigned a Visiting Tutor from the University and keep regular logs to record the professional development.

## Criteria for admission

### A/AS Level

72 UCAS tariff points from a minimum of 2 A Levels. Maximum of 20 AS points accepted.

### BTEC National Diploma

72 UCAS Tariff points

### Irish Leaving Certificate

72 UCAS tariff points with a maximum 20 UCAS Tariff points from Ordinary Level

### Scottish Higher

72 UCAS points to include Advanced Higher

### International Baccalaureate

24 points from IB Diploma

### Access

AA at least 24 Merits and 21 Passes or any other combination which equates to 72 UCAS Tariff points in a relevant

subject

### Higher national diploma

A Higher National Diploma (HND) in a cognate subject area will be considered for entry into Level 6. Applicants are expected to have achieved an average of merit standard

Foundation Degree in a cognate subject will be considered for entry into Level 6. Applicants are expected to have achieved an average of 60%

### Other

Prior to starting the programme applicants must have obtained grade 4 or grade C or above in English

Language and Mathematics GCSE or an approved alternative qualification:

- Key Skills Level 2 in English/ Maths
- NVQ Level 2 Functional skills in Maths and English Writing and or Reading
- Skills for Life Level 2 in Numeracy/English
- Higher Diploma in Maths/ English
- Functional skills Level 2 in Maths/ English
- Northern Ireland Essential Skills Level 2 in communication or Application of Number
- Wales Essential Skills Level 2 in Communication or Application of Number

### Mature entry

Applications are welcomed from mature and non-standard applicants, who will be considered on an individual basis. These applicants may be required to submit an essay and/or attend an interview, and should demonstrate potential and motivation and/or have relevant experience.

### Overseas qualifications

International applications will be considered in line with UK qualifications.

International Students English Language Requirements All International and EU students must meet the following minimum English Language requirements IELTS 6.0 with a minimum of 5.5 in each component

## External Quality Benchmarks

All programmes leading to LJMU awards have been designed and approved in accordance with the UK Quality

Code for Higher Education, including the Framework for Higher Education Qualifications in the UK (FHEQ) and subject benchmark statements where applicable.

The University is subject to periodic review of its quality and standards by the Quality Assurance Agency (QAA) Published review reports are available on the QAA website at [www.qaa.ac.uk](http://www.qaa.ac.uk)

Programmes which are professionally accredited are reviewed by professional, statutory and regulatory bodies (PSRBs) and such programmes must meet the competencies/standards of those PSRBs.

## Support for students and their learning

The University aims to provide students with access to appropriate and timely information, support and guidance to ensure that they are able to benefit fully from their time at LJMU. All students are assigned a Personal Tutor to provide academic support and when necessary signpost students to the appropriate University support services.

Students are able to access a range of professional services including:

- Advice on practical aspects of study and how to use these opportunities to support and enhance their personal and academic development. This includes support for placements and careers guidance.
- Student Advice and Wellbeing Services provide students with advice, support and information, particularly in the areas of: student funding and financial matters, disability, advice and support to international students, study support, accommodation, health, wellbeing and counselling.
- Students studying for an LJMU award at a partner organisation will have access to local support services

## Methods for evaluating and improving the quality and standards of teaching and learning

### Student Feedback and Evaluation

The University uses the results of student feedback from internal and external student surveys (such as module evaluations, the NSS and PTES), module evaluation questionnaires and meetings with student representatives to improve the quality of programmes.

### Staff development

The quality of teaching is assured through staff review and staff development in learning, teaching and assessment.

### Internal Review

All programmes are reviewed annually and periodically, informed by a range of data and feedback, to ensure quality and standards of programmes and to make improvements to programmes.

### External Examining

External examiners are appointed to programmes to assess whether:

- the University is maintaining the threshold academic standards set for awards in accordance with the FHEQ and applicable subject benchmark statements
- the assessment process measures student achievement rigorously and fairly against the intended outcomes of the programme(s) and is conducted in line with University policies and regulations
- the academic standards are comparable with those in other UK higher education institutions of which external examiners have experience
- the achievement of students are comparable with those in other UK higher education institutions of which the external examiners have experience

and to provide informative comment and recommendations on:

- good practice and innovation relating to learning, teaching and assessment observed by external examiners
- opportunities to enhance the quality of the learning opportunities provided to students

### **Please note:**

*This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content, teaching, learning and assessment methods of each module can be found in module and programme guides.*