

PROGRAMME SPECIFICATION

Bachelor of Arts with Honours (SW) in Public Relations and Chinese

Awarding institution	Liverpool John Moores University
Teaching institution	LIVERPOOL JOHN MOORES UNIVERSITY
JACS Code	P210, T100
Programme Duration	
Language of Programme	All LJMU programmes are delivered and assessed in English
Subject benchmark statement	Languages and Related Studies (2007), General Business and Management (2007). Communication, Media, Film and Cultural Studies
Programme accredited by	CIPR (subject to approval)
Description of accreditation	
Validated target and alternative exit awards	Bachelor of Arts with Honours (SW) in Public Relations and Chinese Bachelor of Arts (SW) in Public Relations and Chinese Diploma of Higher Education in Public Relations and Chinese Certificate of Higher Education in Public Relations and Chinese

Programme Leader

Educational aims of the programme

The programme aims to enable students to:

Develop the necessary social, linguistic, cultural and business skills and knowledge.

Appreciate and function within a diverse and complex trans-national professional environment.

Achieve a high level of competence in the Chinese language.

Understand public relations theories, issues and techniques.

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

Target award Learning Outcomes - Bachelor of Arts with Honours (SW)

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

Knowledge and understanding

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

A1. Target language across the four skills (L6.2.1).

A2. Grammatical structure, discourse and Pragmatics of target language (L6.2.2).

A3. Key methods and concepts of linguistic analysis (L6.2.2).

A4. The historical development of the country of study (L6.2.3).

A5. Contemporary social, political, economic and cultural dimension within the country of study (L6.2.3).

A6. Specialist knowledge in chosen areas of study (L6.2.3).

A7. Intercultural awareness and understanding.

A8. Role of public relations in a wide range of organisations, market sectors and in relation to publics/stakeholder groups.

A9. Organisations, the internal and external environments in which they operate and how they are managed.

A10. Structure, functions, processes and management of business organisations.

A11. Public relations implications of business decisions.

A12. Business communications, and public relations tools, and related issues.

A13. Legal, ethical and regulatory frameworks relating to public relations and related disciplines.

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

Acquisition of A1+A2 is through interactive classes focusing on the features of the four skills, grammar and discourse. Group discussions and pair work are encouraged; varied language lab sessions and regular formative coursework consolidate learning. Additional support is provided through development of independent learning skills and use of self-access facilities for language study in the ARC. Acquisition of A3-A13 is through a range of contact hours including lectures, tutor or student-led seminars and interactive classes action workshop, case study, video, practical, or real-world business issue.

Assessment

Assessment methods are specified in each module handbook. Knowledge and understanding are assessed and the relevant module is specified for each outcome in the curriculum map.

A range of assessment methods are adopted throughout the programme including, examinations, courseworks, individual and group presentations, reports, practical exercises, portfolios. Both traditional and electronic assessments are used.

Skills and other attributes

Intellectual Skills

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

B1. Integrate theory and practice.

B2. Synthesise and analyse information from a variety of sources.

B3. Formulate and test hypotheses.

B4. Apply concepts and principles of the discipline to the solution of complex problems.

B5. To employ analysis and evaluation tools to argue and draw appropriate conclusions and recommendations.

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

Intellectual skills are developed through the teaching and learning strategies outlined above. All modules in the programme emphasise student-centred learning, involving students in task-based activities followed by discussion, feedback and a wider application of the concepts. Open-ended coursework and project work is designed to permit students to demonstrate achievement of all the learning outcomes in this category.

Assessment

Intellectual skills (1-5) are assessed and the relevant module is specified for each outcome in the curriculum map. A variety of assessment methods are used and formal examination, coursework (including formal reports and presentations), and project work are the main methods for assessment.

Professional practical skills

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

C1. Speak and write target language at a level leading to near-native speaker competence over a range of discourse types.

C2. Understand spoken target language in a range of formal, informal and business-related contexts.

C3. Develop effective reading skills appropriate for academic study and promoting cultural awareness.

C4. Apply key methods and concepts of linguistic and business analysis.

C5. Apply appropriate theoretical concepts to the working environment.

C6. Communicate effectively internally and externally, with public, market sectors, and the media.

C7. Gather, organise and deploy ideas and information from a variety of sources in order to formulate arguments cogently, and express them effectively in written, oral or in other forms.

C8. Plan for events and exhibitions.

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

Professional practical skills are developed in a co-ordinated and progressive manner throughout the three levels of the programme. In the lower levels attention is focused on the acquisition of basic skills, while at the higher levels more advanced techniques are introduced.

All students receive initial generic and module specific guidance and specialist induction on the identification, location and use of multimedia materials in the ARC and alternative local and non-local sources. Guidance for the production of coursework - essays, oral presentations, dissertations, translation and interpreting are provided at modular level. Criteria for assessment accompany individual assignments. Indicative and essential sources accompany course outlines. Language and linguistic skills are developed through interactive classes addressing productive and receptive skills and consolidated through independent study and multiple forms of coursework. Students are encouraged to identify their strengths and weaknesses and set appropriate goals and strategies for achievement. There is opportunity, particularly in the integrated Study Semester during the year abroad, to apply theoretical concepts to the working environment.

Assessment

Professional practical skills are assessed and the relevant module is specified for each outcome in the curriculum map. A variety of assessment methods are used to assess practical skills including practical tasks, formal reports, presentations, portfolios.

Transferable / key skills

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

- D1. Communicate effectively to a wide range of individuals through a variety of methods.
- D2. Manage time and work to deadlines, as an individual and as part of a team.
- D3. Work effectively alone or as a member of a team.
- D4. Effectively use ICT for public relations and language applications.
- D5. Utilise problem-solving skills in a variety of practical situations.
- D6. Apply knowledge by evaluating case studies and scenarios and making critical judgements.
- D7. Learn independently for the purpose of study, and continuing personal and professional development.

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

Transferable skills are generally incorporated within modules and related to relevant assessments as appropriate. The programme has generated a key skills mapping that identifies where skills are taught and assessed within modules at all levels.

Oral and written assignments are set regularly. Verbal and written feedback foster reflective awareness and independent learning. Deadlines across modules on the programme are monitored carefully to minimise bunching and promote effective time management. Support is given to develop independent skills for the oral dossier at planning and draft stages. Group-work is encouraged through task-based discussions and group presentations. ICT and study skills are taught and continuously assessed in a Level 1 core module and developed progressively (e.g. searching for and presenting information using ICT tools and resources) through Levels 2 and 3.

Assessment

Transferable skills are assessed and the relevant module is specified for each outcome in the curriculum map. A variety of assessment methods are used including examinations, portfolios of learning, formal reports, practical ICT tasks, presentations.

Programme structure - programme rules and modules

Programme rules

The course is studied over four years full time. The programme comprises a number of modules being delivered and assessed in each academic year. Each module is rated as 36, 24 or 12 UMF credits. Each module credit represents 10 hours of study; therefore a 12 credit module would be equivalent to 120 hours of study. At each level of study 120 credits are required to complete the year, 60 credits from Language modules and 60 credits from Public Relations modules. Requirements for progression and the award are indicated for each stage of the course with reference to the Framework for Higher Education Qualifications (FHEQ).

As Language modules at Levels 1 and 2 are pre-requisites for progression to the following level, they cannot be compensated and a minimum pass mark of 40% must be obtained.

Society modules taught in the Language are compensatable.

Award Requirements

Bachelor of Arts with Honours

360 credits: 120 at level 1, 2 and 3

Bachelor of Arts

300 credits: 120 at level 1, 180 at levels 2 and 3 of which at least 60 must be at level 3

Diploma of Higher Education

240 credits: 120 at level 1 and 120 at level 2

Certificate of Higher Education

120 credits at Level 1

Level 6	Potential Awards on completion	Bachelor of Arts with Honours (SW)
Core	Option	Award Requirements
6000BUSPR Event Management (24 credits) 6002BUSPR PUBLIC RELATIONS PLANNING AND STRATEGY (24 credits) 6001BUSSR CORPORATE SOCIAL RESPONSIBILITY (12 credits) 6006LACH CHINESE FOR PROFESSIONAL PURPOSES 1 (24 credits) 6007LACH CHINESE FOR PROFESSIONAL PURPOSES 2 (24 credits)	6002LASS PR AND LANGUAGE RESEARCH PROJECT (12 credits) 6008LACH WESTERN REPORTING AND REPRESENTATION OF CHINA (12 credits) 6009LACH CHINESE MEDIA AND COMMUNICATION (12 credits)	108 core credits at level 6 12 option credits at level 6
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5002BUSCO CORPORATE COMMUNICATIONS (24 credits) 5002BUSPR Media Relations (24 credits) 5046BUSIS ONLINE PUBLIC RELATIONS 1 (12 credits) 5001LASSS THE YEAR ABROAD IN FOCUS (12 credits) 5000LACH APPLIED CHINESE LANGUAGE 1(EX AB INITIO) (12 credits) 5001LACH APPLIED CHINESE LANGUAGE 2 (12 credits) 5002LACH DEVELOPMENT OF CONTEMPORARY CHINA A (12 credits)	5003LACH DEVELOPMENT OF 20TH CENTURY CHINA B (12 credits) 5004LACH CHINESE BUSINESS ENVIRONMENT AND COMMUNICATIONS (12 credits)	108 core credits at level 5 12 option credits at level 5
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4000BUSHM ORGANISATIONAL BEHAVIOUR (12 credits) 4028BUSIS WRITING FOR PUBLIC RELATIONS (12 credits) 4030BUSIS PRINCIPLES OF PUBLIC RELATIONS (24 credits) 4037BUSIS BUSINESS SKILLS (24 credits) 4000LACH CHINESE AB INITIO LANGUAGE (36 credits) 4001LACH INTRODUCTION TO THE DEVELOPMENT OF		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)

PR & Chinese students undertake a placement abroad in their third year. In all countries the first semester is spent following a programme of academic study related to the Degree programme at a host university. In the second semester students may take up a work placement or follow route B (a second semester of study at the university), either because of a lack of placement opportunities or because of legal visa restrictions in the country.

The majority of students record their placement as a very positive experience which has considerably enhanced their organizational skills, problem-solving, IT skills, team & interpersonal skills as well as their ability to communicate confidently in the target language.

Within the Liverpool Business School, the programme team will seek to take advantage of the Work-Based Learning Unit's services in order to improve the students' Work-based learning experience (improved data-base of student placements, more accurate recording and follow-up of students, a re-designed set of learning outcomes and assessment).

Criteria for admission

A/AS Level

All applicants must have GCSE (or O-Level) Mathematics and English language grade C or above (or equivalent).

All applicants must have some evidence of prior foreign language learning, normally a grade C at GCSE in a foreign language.

200 UCAS Tariff Points, including at least 160 points from Advanced GCE and/or Vocational A Levels (6 unit awards). Key Skills points are accepted according to UCAS tariffs.

BTEC National Diploma

An appropriate National Diploma with at least 5 Merit passes in appropriate units.

AVCE

Normally requires 160 points. AVCE Single Award is accepted if gained in addition to A2's.

Advanced GNVQ - Overall distinction (plus relevant language qualification).

Institute of Linguists Advanced Certificate - Overall pass.

Irish Leaving Certificate

BBCCC (including B in the post 'A' level language and C in Maths).

Scottish Higher

BBCC (including B in the post 'A' level language).

International Baccalaureate

28 points, (including 5 in Maths and 5 in the post 'A' level language).

Access

Overall pass on kitemarked course (plus relevant language qualification).

Mature entry

Mature applicants are usually offered an interview.

Overseas qualifications

Applicants must provide evidence of English competence e.g. IELTS score of at least 6.0 (plus relevant language qualification).

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

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.