



leeds metropolitan university

## **FACULTY OF BUSINESS & LAW**

Leeds Business School

The Course Handbook for:

**MSC Corporate Communications**

2008-09

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# **1 GENERAL COURSE INFORMATION**

## **1.1 AWARD TITLE**

MSC Corporate Communications

## **1.2 PROGRAMME CODE**

MSCCC

## **1.3 FACULTY**

Faculty of Business and Law

## **1.4 ADMINISTRATION SUPPORT CONTACT DETAILS**

PR Administration Team  
Leighton Hall Reception  
Headingley Campus  
Beckett Park  
Leeds LS6 3QS  
Tel: 0113 812 8626  
Email: [pradmin@leedsmet.ac.uk](mailto:pradmin@leedsmet.ac.uk)

## 2 WELCOME TO THE COURSE

### 2.1 LETTER FROM THE COURSE LEADER

Welcome to Leeds Metropolitan University and the Faculty of Business and Law. In particular, welcome to MSC Corporate Communications.

This handbook provides you with information about your Course, your Faculty, your responsibilities as a student, in addition to information about assessment and other regulatory issues. For a more detailed introduction to Leeds Met and information about all the facilities and services the University offers, see either the *Student Handbook* or the [Helpzone website](#).

The team is looking forward to meeting you and hopes that your time in Leeds is both enjoyable and successful.

Best wishes to you in your future studies.

Rudiger Theilmann  
Course Leader  
MSC Corporate Communications

## 2.2 INFORMATION ABOUT THE FACULTY

The Faculty of Business & Law is rapidly developing as an outstanding player in regional, national and international higher education.

Our vision is that of enterprise, professional development, employability and access to higher education, underpinned by high quality research. This vision is shared by over 350 full time and part time academic and support staff within the Faculty.

You are joining over 5,000 other students enrolled this year with the Faculty. For this academic year our Business courses will be taught at the University's Headingley Campus and our Law and Accountancy courses will be taught at the University's Civic Quarter in the centre of Leeds. From September 2009, Leeds Business School will be located in a new state of the art building, the Rose Bowl, in the Civic Quarter. The Faculty will then be at the centre of the regional business and legal communities. We also have students studying further afield in Hong Kong and Hangzhou in mainland China. We attract students from across the world and have partnerships with universities in Africa, India, Turkey and a range of European countries. Approximately 1,200 of our students are from overseas, making the experience truly international.

Students in the Faculty benefit from a tradition of high quality course provision and a focus on the employability of our graduates. The Business School has been recognised for learning and teaching excellence by the UK's Quality Assurance Agency. Our Public Relations teaching has been rated as 'amongst the strongest in Europe' in a review conducted by the Institute of Public Relations. Independent reviews of learning and teaching in our Accountancy and Law Schools, also conducted by the Quality Assurance Agency, rated teaching and learning as 'commendable'.

The Faculty has strong connections with business and the professions. Leeds has become one of the leading financial and legal centres in the UK outside London, and the Faculty's programmes reflect this dynamism. As one of our students you will benefit from close collaboration between the Faculty and professional bodies such as the Chartered Institute of Marketing, the Chartered Institute of Personnel Development, the Law Society, the Association of Chartered and Certified Accountants and the Institute of Directors.

Our website changes frequently and you can find out more on a daily basis about what is going on from [www.leedsmet.ac.uk/lbs](http://www.leedsmet.ac.uk/lbs) . The Dean of the Faculty is Dr. Brian Whittington. Please feel free to contact him at any time with any comments or queries about your studies at: [businessdean@leedsmet.ac.uk](mailto:businessdean@leedsmet.ac.uk)

## Faculty/School statement of Health and Safety Policy

The Health and Safety at Work Act 1974 places a duty on the employer, so far as is reasonable practicable, to provide information, instruction, training and supervision as necessary to ensure the health and safety at work of his or her employees and non employees i.e. members of the public and contractors.

Under the Act there is also a requirement to provide safe work equipment, safe systems of work, safe handling, storage of articles and substances, a safe place to work and a safe working environment.

New starters are employees and also students and the employer has a duty to provide them with adequate instructions to enable them to work safely as soon as possible as soon as they start work/ study.

The Management of Health and Safety at Work Regulations 1992 requires every employer to carry out risk assessment of ALL significant hazards/ risks arising from work, for employees and anyone who might be affected by such work. The requirements for risk assessment in the workplace are not a new concept, the control of Substances Hazardous to Health Regulations 1988, amended 1994, impose a duty on the employer to assess risks to health arising from work activities associated with hazardous substances, the introduction of adequate control measures, maintenance and monitoring etc.

Training is the most important way of achieving competence and helps to convert information into safe working practices; training combined with experience leads to competence. Training has to be correct at the start of standards must be maintained once the training has been completed.

New employees/students are known to be more likely to have accidents than those who have had time to recognise the hazards of the workplace.

The prime objective of induction training is to orientate new employees/students into existing health and safety climate and culture.

Induction training should be the first training session attended by a new employee/student.

The most important points to remember are:

- a) new employees/students need to be aware of basic health and safety information relevant to the University including arrangements for first aid, fire and evacuation etc. and need to understand the safety culture which exists within the University, paying particular attention to younger employees/students.
- b) By providing the appropriate induction training, the new employee/student can begin working safely, sooner rather than later. This will benefit the University by helping to reduce the number of accidents in the workplace.
- c) A register of training should be kept, and for more specific training such as workshops, name and signature for attendance of students and course of study and full details of the training programme.

## 2.3 INFORMATION ABOUT THE SCHEME

### Overview

The Postgraduate Scheme will form the framework for all new postgraduate awards within LBS. As indicated in section 1.1, existing awards will be modified to comply with the new framework, and incorporated into the new scheme on a phased basis between June and December 2002.

The Scheme provides for the following target level awards:

- Postgraduate Certificate (PGCert)
- Certificate in Management (CM)
- Postgraduate Diploma (PGDip)
- Diploma in Management Studies (DMS)
- Master of Arts (MA)
- Master of Business Administration (MBA)
- Master of Laws (LLM)
- Master of Science (MSc)
- Executive Master of Business Administration (EMBA)

Routes, within the Scheme may exercise discretion as whether to utilise the opportunity for all level awards in their specific course design.

Consistent with the University's revised regulatory framework, the credit ratings for the awards are as follows:

Postgraduate Certificate a minimum of 60 points at Level M

Postgraduate Diploma a minimum of 120 points at Level M

Masters a minimum of 180 points at level M

One credit point equates to a notional ten hours of student learning. This means that each of the three awards comprises 600 hours of learning, with a full Masters route equating to a notional 1800 hours of learning.

### Curriculum Structure

All Awards within the scheme will adopt the following design parameters;

- To facilitate module sharing taught modules will be multiples of ten credit points in size.

- The norm for a Masters Awards in terms of curriculum structure will be a taught component of 120 points and a dissertation/research methods component of 60 points.
- This weighting between the taught and dissertation components approximates to the existing split on the Masters Portfolio, under the old credit/point tariff. Additionally, the national learning hours of 1200 and 600 hours are consistent with a full time student timetable of 40 hours per week over a 2 + 1 (15 week) semester delivery pattern.
- For target awards for Postgraduate Diploma level, the expectation is that the curriculum will normally include a substantial piece of independent work.
- There will be common 'Dissertation' specification for all routes within the Scheme. Exceptionally, this route requirement may be amended either for a specific award to meet professional or statutory body accreditation criteria or to meet a specific market need and an alternate equivalent substantial piece of independent work (such as a project) include within the route structure. The rationale for any variance will be explained in the route document.
- All routes will draw on a common 'Research Methods' specification and bank of materials for their specific research methods component/programme.
- Routes within the Scheme may nominate route core modules, which will be compulsory for students on that particular award.
- Each route, however, will normally give students the opportunity to select at least one option module, which may be selected from a series of freestanding options or cores from other routes; or other appropriate modules offered elsewhere in the University. In those exceptional circumstances where a particular award is unable to offer an option, the rationale will be explained in detail within the route document.
- The core/option policy of each route will need to be justified in terms of educational coherence, student choice and as appropriate, accreditation requirements.
- Placements, residential and other non routine forms of delivery if designed into a programme of study need to be seen as modes of delivery for modules. They will therefore need to be

justified in terms of the learning outcomes of the modules they serve.

- Patterns of delivery and the sequencing of the curriculum needs to reflect the requirement for educational cohesion and efficiency of delivery.
- Additionally, routes within the Scheme are encouraged to consider the potential for part of the award being achieved through work based learning (WBL). Delivery would be through independent study, prescribed by a learning agreement.

## **2.4 SKILLS YOU WILL GAIN DURING THE COURSE**

Graduates are expected to be able to demonstrate a range of cognitive and intellectual skills together with techniques specific to business and management. They should also demonstrate relevant personal and interpersonal skills. These include:

- a) critical thinking and creativity: managing creative processes in self and others; organising thoughts, analysis, synthesis, critical appraisal. This includes the capability to identify assumptions, evaluate statements in terms of evidence, detect false logic or reasoning, identify implicit values, define terms adequately and generalise appropriately.
- b) problem solving and decision making: establishing criteria, using appropriate decision techniques including identifying, formulating and solving business problems; the ability to create, identify and evaluate options; the ability to implement and review decisions
- c) information and knowledge: scanning and organising data, abstracting meaning from information and sharing knowledge.
- d) numeracy and quantitative skills including the use of models of business situations.
- e) effective use of Communication and Information Technology (CIT);
- f) two-way communication: listening, negotiating and persuading or influencing others; oral and written communication, using a range of media, including the preparation of business reports.

- g) personal effectiveness: self-awareness and self-management; time management; sensitivity to diversity in people and different situations; the ability to continue learning.
- h) effective performance within a team environment and the ability to recognise and utilise individuals' contributions in group processes; team selection, delegation, development and management
- i) leadership and performance management: selecting appropriate leadership style for situations; setting targets, motivating, monitoring performance, coaching and mentoring, continuous improvement.
- j) ethics and value management: recognising ethical situations, applying ethical and organisational values to situations and choices
- k) ability to conduct research into business and management issues.
- l) learning through reflection on practice and experience.

## 2.5 LOCATION

The Faculty of Business and Law is comprised of 3 'schools':

**Leeds Business School**, which is situated at the Headingley campus, in the Halls Bronte and Leighton.

**Leeds Law School**, which is situated in Leeds City centre at Cloth Hall Court.

**Leeds School of Accountancy & Financial Services**, which is based at the Old School Board Building, also in Leeds City Centre, although it's teaching is delivered primarily at Cloth Hall Court.

The **Faculty Administration Offices** are situated in Bronte Hall, Leighton Hall and Cloth Hall Court. Academic staff offices are found in Bronte Hall, Leighton Hall, Cloth Hall Court and Old School Board. The Faculty Placements Office is in Cavendish Hall on the Headingley Campus

All rooms are referenced according to the following numbering system:

Site reference, Hall reference, Floor, Room number, e.g. (HC) Site reference, (LE) Hall reference, (G) Floor, (01) Room Number = HC LE G01.

BR	Bronte Hall
CHC	Cloth Hall Court
CQ	Civic Quarter
CV	Cavendish Hall
HC	Headingley Campus
JG	James Graham Building
LE	Leighton Hall
MC	Macaulay Hall
PR	Priestley Hall
SB	School Board Building

From September 2009, **Leeds Business School** will be located in the 'Rose Bowl' on the Civic Quarter campus. Visit the Faculty website at <http://www.leedsmet.ac.uk/lbs/> for information and updates on the development of the Rose Bowl, which will provide a state-of-the-art learning environment inside a five storey signature glass building consisting of offices, teaching areas, lecture theatres and a cafe.

## 2.6 HOW TO CONTACT PEOPLE

If you have a problem, your first point of contact should be the Public Relations Administration Team who are based in Leighton Hall. Your Administration Team will deal with your problem or refer you to someone who will be able to help.

### **Administration Teams:**

Your Administration Team is here to support you throughout your studies, as well as your Course Leader and the Helpzone.

The Public Relations Administration Team is your first point of contact for any issues directly relating to your course, throughout your time at Leeds Met. Team members will be able to aid you with a range of issues, for example timetables, tutorial groups and changes in contact details or simply to talk to about any problems you might be experiencing.

The Reception Desk in Leighton Hall will be open from:

08:30 – 17:00 Monday to Thursday  
08:30 – 16:00 on Fridays

The easiest way to contact the admin team is by emailing the following address where your email will be picked up by a team member and resolved as quickly as possible:

[pradmin@leedsmet.ac.uk](mailto:pradmin@leedsmet.ac.uk) (Please include your name, student ID number and the full details of your query when emailing)

Alternatively, you can visit Leighton Hall Reception where the staff will be able to tell you the next steps in resolving your query. In many cases, this will simply involve completing a query form with details of the issue you need to be resolved and we will contact you to confirm when the query has been resolved or when we expect it to be resolved.

Where you have a confidential issue that you need to discuss in person such as mitigation / extenuating circumstances, you will either be invited to make an appointment to see one of our administrators or you will be able to visit the interview room to discuss the issue privately.

### **Contact Details:**

Public Relations Administration Team  
Leighton Hall Reception  
Headingley Campus  
Beckett Park

Leeds LS6 3QS  
Tel: 0113 812 8626  
Email: [pradmin@leedsmet.ac.uk](mailto:pradmin@leedsmet.ac.uk)

Please note that from September 2009 the Public Relations Administration Team will be based at the Rose Bowl on the Civic Quarter campus

## **3 WELCOME TO LEEDS MET**

### **3.1 LIBRARIES**

To help you study we provide a resource-packed library on each campus. Here you can access internet-based resources, audio-visual equipment and services such as TV studios and media-editing suites, computing facilities with standard and specialist software and adaptive hardware/software for dyslexic and disabled students, different study environments with over 2,100 study places and over 350,000 books, journals and media resources.

#### Opening times

The Library is open 24 hours a day, 7 days a week.

#### How to join

Your Leeds Met student ID card enables you to use our libraries at Civic Quarter and Headingley Campus. You should bring it with you whenever you want to use any of the library facilities.

Induction sessions are offered for new students, which we strongly recommend that you attend. These are organized as part of your school's or course's induction programme during Freshers' Festival, and you'll find the date and time on your induction week timetable. If you do miss it you should contact your course administrator or your learning adviser within your campus library. Drop-in library tours are also available during the first few weeks of term.

#### International students

In addition, international students can take part in library tours and induction sessions during the International Welcome Programme which will take place as part of the first week of the Freshers' Festival. Please refer to the International Welcome Programme information for dates and times.

#### Help and advice

Each course has a specific learning adviser who has specific knowledge about your chosen subject. Your learning adviser will buy all the resources for your subject in the library and will teach you how to make the most of the information available to you during your course. You will meet your Learning Adviser at your induction. Further help is available at the information desk in each library.

## **BUSINESS/MARKETING/PUBLIC RELATIONS LEARNING**

### **ADVISER:**

Stuart Smith

Room 134, James Graham Building, Headingley Campus

Tel: 0113 812 3501

Email: [s.smith@leedsmet.ac.uk](mailto:s.smith@leedsmet.ac.uk)

### **ACCOUNTING/LAW LEARNING ADVISER:**

Alison Robson

Room 314, Leslie Silver Building, Civic Quarter Campus

Tel: 0113 812 3382

Email: [a.robson@leedsmet.ac.uk](mailto:a.robson@leedsmet.ac.uk)

### Part-time and distance-learning students

If you are one of the many Leeds Met students who doesn't come onto campus very often, [Library Online](#) can help you. It offers a wide range of electronic databases and journals that have been especially selected for your course.

If you are registered on a distance-learning course, there is a special service called [Offsite](#) that you can contact for help and advice. [Offsite](#) is a tailored package of services to support you when you are seldom or never required to attend classes. Included in this package are postal loans and database searches. You're eligible for this service if your course requires attendance on campus three times a semester or fewer and if your course is of longer duration than one academic term. All registered research students who do not live in the Leeds area, and international students who return home during vacations, can also use this service.

### Online resources

[Library Online](#) provides access to information and resources via the internet. You can find out about our facilities and access our extensive collection of electronic databases, e-journals and e-books at any time day or night, while at the University, home or work.

The [Leeds Met Student Portal](#) is the gateway to all the information you will need during your time at University. Accessible from the Leeds Met homepage it is the route to X-stream, your University e-mail account, your personal storage area on the University servers and much, much more. In addition, it gives you access to all the off-campus services of the Library, via the My Library tab.

Library Online: <http://libraryonline.leedsmet.ac.uk>.

### 3.2 THE ACADEMIC CALENDAR

See also <http://www.leedsmet.ac.uk/metoffice/rso/downloads/2008-9Final.pdf>. Calendars for individual schemes or courses might differ from the one below.

	<b>Week beginning</b>	<b>UG week</b>	<b>M</b>	<b>T</b>	<b>W</b>	<b>T</b>	<b>F</b>	<b>S</b>	<b>S</b>	<b>Notes</b>	
1	25-08-08		<b>September Festivals</b>							Bank Holidays Staff Development Festival Fortnight	
2	01-09-08										
3	08-09-08										
4	15-09-08									Student Welcome Festival Fortnight	
5	22-09-08										
6	29-09-08	1	<b>First teaching period</b>								
7	06-10-08	2									
8	13-10-08	3									
9	20-10-08	4									
10	27-10-08	5									
11	03-11-08	6									
12	10-11-08	7									
13	17-11-08	8									
14	24-11-08	9									
15	01-12-08	10									
16	08-12-08	11									
17	15-12-08	12									
18	22-12-08										UG Christmas Break
19	29-12-08										Bank holidays

20	05-01-09	13		
21	12-01-09	14		
22	19-01-09		<b>Student Welcome Week</b>	
23	26-01-09	15	<b>Second teaching period</b>	
24	02-02-09	16		
25	09-02-09	17		
26	16-02-09	18		
27	23-02-09	19		
28	02-03-09	20		
29	09-03-09	21		
30	16-03-09	22		
31	23-03-09	23		
32	30-03-09	24		
33	06-04-09			UG Easter Break
34	13-04-09			Bank holidays
35	20-04-09	25		
36	27-04-09	26		
37	04-05-09	27		
38	11-05-09	28		
39	18-05-09	29		
40	25-05-09	30		
41	01-06-09			
42	08-06-09			

43	15-06-09		<b>Early summer schools</b>	
44	22-06-09			
45	29-06-09			
46	06-07-09			
47	13-07-09		<b>Graduation celebrations</b>	
48	20-07-09		<b>Late summer schools</b>	
49	27-07-09			
50	03-08-09			
51	10-08-09			
52	17-08-09		<b>Teaching continues for 45-week programmes</b>	

### 3.3 SKILLS FOR LEARNING

The [Skills for Learning](#) website offers help with conducting research, writing assignments, bibliographic citation and general study skills. It also gives advice on IT skills and personal development such as time-management skills. Skills for Learning information (which you may find especially useful if you are returning to study after a break) is designed to assist you while you study and is available in print or [on the web](#).

### 3.4 GENERAL ADVICE

Whenever you change your address and contact details, you should inform your Faculty immediately. This will ensure the University can always contact you in an emergency. You can also do this yourself via the Update My Data section of the Student Portal (under the My Account tab).

### 3.5 THE STUDENT HANDBOOK

The University has also produced a *Student Handbook*, which complements your course handbook. It addresses the broader context of University life and contains information on the University and its services. You will be provided with a copy of the *Student Handbook* at the beginning of every year of study.

### 3.6 DISABILITY SERVICES

#### **Disability Services Administrator: Janine Cale**

0113 812 8519

[j.cale@leedsmet.ac.uk](mailto:j.cale@leedsmet.ac.uk)

<http://disability.leedsmet.ac.uk/main/index.htm?mid=1>

Reception is located in C119 in Civic Quarter and is open from 10.00 to 16.00 on Monday to Thursday, and from 10.00 to 15.00 on Fridays.

#### **Using the Service**

It is strongly recommended that all students with an impairment, dyslexia, mental health or a health-related concern (e.g. epilepsy, diabetes) register with Disability Services as soon as possible so that your support needs and reasonable adjustments can be identified.

Usually you will be invited to an appointment with your Disability Adviser.

The interview with your Disability Adviser is very important. It is vital that you give it top priority in order to arrange the reasonable adjustments you need. Discussion at that appointment may cover the following:

Information about Disability Services at Leeds Met;

- Confidential discussion of your impairment/ health related concern and the likely impact upon your studies;
- An examination of appropriate support strategies;
- Explanation of DSA (Disabled Students Allowance), or alternative funding arrangements if appropriate;
- Provision of alternative examination arrangements where necessary;
- Explanation of Educational Psychologists report where appropriate (what it means to be dyslexic);
- Arrangement of immediate support strategies where needed; (long-term or short term);

- Structuring of advice to your course team - how they might respond to your specific disability issues;
- Information about dyslexia drop-in sessions;
- Access to Disability Resource Areas;
- Discussion of referrals to other Services where appropriate;

Any other immediate concerns that you might have in relation to managing your studies around your impairment/disabilities.

## 4 ABOUT YOUR COURSE

### 4.1 INTRODUCTION TO THE COURSE

The market for public relations and communications professionals can only be described as extremely healthy. A recent article in *The Economist* magazine (January 19<sup>th</sup>, 2006), cites public relations as 'an increasingly vital marketing tool', with a better return on investment than advertising. At the same time, the public relations industry is becoming increasingly sophisticated and practitioners are expected to deliver value based on strategic communications management in contrast to just tactical, creative ideas. The Chartered Institute of Public Relations published the first in-depth survey of the communications industry in the UK in November 2005. The research puts the size of the public relations/communications industry at 48,000 practitioners, with growth in turnover, profit and staffing levels expected in almost all industry sectors. Given this context, a post-graduate qualification specific to the industry will be extremely valuable for existing practitioners wishing to develop their knowledge and further their careers.

The Public Relations Subject Group (PRSG) already delivers three full-time masters courses (MA Public Relations, MA Public Relations Management and MA European Public Relations), two of which (MA PR and MA PRM) are designed to prepare young, mainly overseas graduates for a public relations career. In addition the PRSG has over 10 years' experience in the delivery of short courses mainly targeted to professionals from the public relations field.

However, this new course has distinctly different, but complementary features to the existing provision.

- Part-time, block attendance with the taught elements completed in one academic year

Feedback from former BA Public Relations graduates working in the field, discussions with visitors of LeedsMet postgraduate open evenings as well as with participants of professional diploma courses and with practitioners in corporations and consultancies have revealed that there is an interest among practitioners to take a Masters course while continuing their jobs. Nevertheless the demands of working practice with tight schedules do not comply with the idea of taking a Masters degree in a traditional full-time or part-time study mode. In addition traditional full- and part-time study modes do not offer a study opportunity for practitioners living and working outside the Leeds area.

- Focused 'corporate communications' curriculum

The content and learning experience of the course generates direct value for the students as they can apply the knowledge and skills directly in their professional practice.

- The MSc Corporate Communications is designed for working professionals as part of their career development (i.e. combines academic input with experiential learning)

The challenges which practitioners face by moving on to higher, senior positions in corporate communications management influence the main objectives of the course: a focus on strategic communications management, additional knowledge of specialised areas with a view to integration, and the reflection of future trends.

In addition the course will create a networking opportunity for the students in the field of corporate communications which cannot be achieved by courses in a distance learning mode.

### *Market Competitors*

There are similar courses in the UK which have the same or similar titles such as MSc Corporate Communications and Reputation Management (Manchester Business School) or MSc Corporate Communications/Public Relations (University of Stirling, Queen Margaret University College in Edinburgh).

In Europe there are similar courses in English language in Lugano, Switzerland (Executive MSc in Communications Management) or in Leipzig, Germany (MA Communication Management) which target an international, mostly European student body.

These courses differ from the LeedsMet MSc Corporate Communications either

- Through a stronger focus on business studies, for example embedding communications in management studies (Manchester Business School)
- Through being more academic and abstract in content and delivered over a longer period (Stirling, Edinburgh)
- Through having a broader more general focus which includes contextual or related areas such as journalism, social sciences, marketing, advertising (Leeds University Business School, University of Ulster, University of Luton)
- Through the delivery mode offering studies on a full-time basis or as distance learning (Stirling, Aberdeen Business School).

### *Student market*

The content design, structure and delivery mode of the course should appeal to:

- UK experienced practitioners from the field of corporate communications/public relations either in public or private sector organisations or consultancies
- Practitioners from Europe from the field of corporate communications/public relations with ambitions to work in international organisations or networks
- Practitioners from Eastern Europe
- Students from Eastern Europe who will take specific modules of the MSc CorpComms as part of a cooperation between LeedsMet School of Marketing and Public Relations and their schools/courses
- Chartered Institute of Public Relations Diploma graduates
- Graduates from LeedsMet and UK-wide CIPR approved BA Public Relations programmes

## **4.2 AIMS AND OBJECTIVES, ASSESSMENT, LEARNING AND TEACHING STRATEGY**

### **Route Aims**

The Corporate Communications route adopts in full the Postgraduate Scheme aims as outlined in Section 2.3 of the Scheme document. In addition, the Corporate Communications route shares a number of specific aims:

- To provide a framework for practising communication managers and leaders to meet their career needs and enhance their career opportunities in the field of strategic corporate communications in order to enable them to provide effective strategic direction of the communications of contemporary organisations
- To provide students with knowledge and understanding of the integrative and holistic nature of corporate communications: primarily integration between the various specialist areas
- To provide the opportunity to gain knowledge of specialist areas of corporate communications, tailored to individual development needs and aspirations, through study of option modules

- To facilitate the development of increased confidence through personal insight and self-knowledge based on understanding and appreciation of individual leadership and other behavioural impact and strengths
- To provide an opportunity for students to carry out a major independent piece of work in the form of a dissertation which might be workplace related and to develop the research and consultancy skills and competence associated with the successful outcomes of the activity

### **Route Objectives**

The Corporate Communications route adopts in full the Postgraduate Scheme objectives as outlined in Section 2.4 of the Scheme document.

In addition the Corporate Communications route shares the following objectives as learning outcomes (see appendix 1 - Mapping of route objectives and modules).

By the end of the course students should be able to

- 1 Critically reflect on the core disciplines and concepts in corporate communications
- 2 Evaluate, synthesise and apply more advanced concepts, ideas and theories of communications management relevant to contemporary organisations and reflect on future trends
- 3 Operate at a strategic level of corporate communications
- 4 Analyse professional practice and thereby relate theory to the communication practices of organisations
- 5 Think critically, argue coherently and make a convincing case for communications decisions
- 6 Have developed transferable personal and interpersonal skills required for successful leadership and achievement in contemporary organisations
- 7 Evaluate and apply techniques of undertaking communication research and apply theoretical knowledge to strategic issues in a real organisational context

- 8 Critically evaluate corporate communications concepts, models and practices within an ethical context

### 4.3 COURSE STRUCTURE

The following table shows the course structure devised to deliver the aim and objectives outlined above. The full 180 credit course is delivered part-time over 6 weekend blocks plus a 2 day induction. Induction details are set out at the end of this section. Electives are offered subject to viability of cohort size.

One (20 credits) module consists of 16 contact hours. The remaining 20 hours normally delivered as teaching contact will be delivered through directed study before and after the module block attendance. WebCT will be utilised where possible

#### Induction

2 October 2008

- Introduction to course team personnel
- Library Induction
- Programme information
- Assessment
- Choosing options

#### Skills:

- Learning styles
- Academic writing
- Reflective learning
- Learning log

**Course Structure with proposed delivery and assessment schedule,  
October 2008 – May 2010**

<b>Block 1</b>	<b>STAKEHOLDER RELATIONS</b> (20 credits)
Delivery: October 2008	Assessment: end December 2008
<b>Block 2</b>	<b>Issues and Crisis Public Relations</b> (20 credits)
Delivery: November 2008	Assessment: end February 2009
<b>Block 3</b>	<b>Corporate Social Responsibility and Communication</b> (20 credits)
Delivery: February 2009	Assessment: end May 2009

<b>Block 4</b>	<b>Marketing Communications Strategy</b> (20 credits) <b>Research Methods</b> (10 credits)
Delivery: May 2009	Assessment: end September 2009

<b>Block 5</b>	<b>Option 1</b> (20 credits)
Delivery: October 2009	Assessment: end December 2009

<b>Block 6</b> Delivery: November 2009	<b>OPTION 2</b> (20 credits)  Assessment: end December 2009
	Dissertation briefing and tutor appointments  Dissertation submission: May 2010

## 4.4 INDUCTION

Induction for the MScCC will be provided as an intensive, one- day session from 10am to 5.00pm.

Induction for all MScCC students will include the following key elements

- Meeting with Course Leader, Course Team members and Administrator assigned to the course
- Visit to the Learning Centre and Learning Centre Induction
- Meeting with the Learning Advisor
- Rationale for the Programme, Programme Structure and Assessment
- Issues including Plagiarism
- Distribution of Course Handbooks
- Independent Learning, Reflection and Progressive Problem solving
- Learning Styles and Study Skills
- Professional Development Learning Log
- Academic Writing Exercises
- Student Support information
- Options choices

## 4.5 CORE MODULES

- Research Methods

This module has a two-fold purpose. On the one hand it provides students the research skills required for their Dissertation; and on the other, it contributes towards the necessary tools used in the evaluation of communication activities. Because of these reasons, the module will be delivered at the beginning of the course. This module is a co-requisite for the 'Dissertation'.

- Dissertation

Students will be able to carry out in-depth research on a specific corporate communications-linked topic of their interest. Students may investigate an issue or problem related to their own workplace, or undertake a more traditional theoretical investigation. In both cases, however, students will adhere to the aims and learning outcomes of postgraduate research practice.

- Issues and Crisis Public Relations

The overall aim of this module is to build students' critical understanding of the various theoretical and practical approaches to issues and crisis public relations in contemporary organisational contexts. The module will develop students' ability to critically evaluate and analyse issues and crisis communication management in a range of organisational and international settings.

- Corporate Social Responsibility and Communication

The overall purpose of this module is to introduce students to the core concepts of Corporate Social Responsibility (CSR) and the social contract to enable them to critically understand its importance for business, the role communications plays and other relevant key concepts that are shared with other modules such as Stakeholder Relations.

Students who have a CIPR Diploma may claim 20 credits for exemption purposes.

- Stakeholder Relations

The overall purpose of this module is to equip students with knowledge of stakeholder theory and concepts, and the skills of stakeholder identification, analysis, implementation and evaluation programmes. The module provides essential concepts and tools for corporate communications as an integrative function within organisations, thereby creating meaningful links to the three other core modules.

Students who have a CIPR Diploma may claim 20 credits for exemption purposes.

- Marketing Communications Strategy

The use of marketing communications is of major concern for organisations of all kinds in all sectors. For many it is of global strategic importance as brands proliferate in markets around the world. It is an integral and often driving element of the marketing mix. New technologies ensure that messages, good and bad, can be disseminated rapidly. The process needs careful and thorough management and control. This module links with other modules in providing a comprehensive perspective on corporate communications. It will provide underpinning knowledge of the way in which communications work and how the branding principles can be applied. The module takes an applied focus which is consistent with the overall course philosophy.

#### **4.6 OPTIONS**

The choice of option(s) allows students pursue specialist interests in PR/communication.

The provision of the options is subject to viable numbers of students participating. Options are open to students enrolled on the MAPUB and MAPRM.

- Ethical Communication Management

Communication managers require a sophisticated and ethically sound understanding of communications processes between organisations and their stakeholders, of the links between such processes and the corporate strategies of the organisation, and of the Corporate Relations theories and practices that assist their management function. This module has been designed to provide students with such knowledge and skills.

Students who have a CIPR Diploma may claim 20 credits for exemption purposes.

- Parliamentary Public Affairs

This module enables students to assess the role that public affairs can play within an integrated, corporate communications strategy. In particular it provides students with the opportunity to gain knowledge of the UK political and regulatory environment as well as theoretical perspectives that inform contemporary Public Affairs practice. Through the deepening of knowledge of public affairs theory and practice, this module will enable students to contribute to

contemporary debates surrounding the role of public affairs, make a convincing case for a public affairs strategy, as well as foster and improve skills in reporting techniques.

- Employee Communication

This module aims to deepen knowledge and critical understanding of internal i.e. employee communication management and its role in the achievement of organisational goals including facilitation of successful change and crisis resolution. Emphasis will be placed not only on analysing internal communication as a discipline, but investigating the power of different organisational contexts, cultures and leadership styles that influence the effectiveness of this strategic communication function. An important element to the module will be the emphasis on personal effectiveness in balancing the communication requirements of the organisation with those of employees.

- Financial Public Relations

The purpose of the module is to equip students with enhanced knowledge and critical understanding of Financial Public Relations (FPR), principally as practised in the UK, but with consideration of international perspectives. Emphasis will be placed on strategic communication and decision making and the impact of FPR on business results and reputation, taking into account ethical issues.

- Public Relations and New Media

This module reviews how the theory and practice of public relations and corporate communications are adapting to the rapid developments in new communications technologies. It contributes to the objectives by developing knowledge and skills in new media, which has implications for corporate reputation, marketing communications and employee communications.

#### 4.7 COURSE MANAGEMENT TEAM

Address	Leeds Metropolitan University Faculty of Business & Law Leighton Hall Headingley Campus Beckett Park Leeds LS6 3QS
Telephone	0113 812 8626
Dean, Faculty of Business and Law	Dr. Brian Whittington
Associate Dean Leeds Business School (Postgraduate Programmes)	Julie Beardwell

<b>Title</b>	<b>Name</b>	<b>Contact Details</b>
Course Leader	Rudiger Theilmann	Email: <a href="mailto:r.theilmann@leedsmet.ac.uk">r.theilmann@leedsmet.ac.uk</a> Tel: 0113 812 4807 Leighton 214

## 5 YOUR RESPONSIBILITIES AS A STUDENT

### 5.1 GENERAL RESPONSIBILITIES

It is your responsibility as a student to comply with the Scheme, Course and Module requirements for attendance and for completion of assessments.

### 5.2 GENERAL AND OTHER STUDENT REGULATIONS

These are available at:

[http://www.leedsmet.ac.uk/metoffice/rso/index\\_procedures.htm](http://www.leedsmet.ac.uk/metoffice/rso/index_procedures.htm)

### 5.3 IF YOU ARE ABSENT FROM THE UNIVERSITY

#### Absence of more than one day

You must notify the University if you are absent for more than one day.

#### Absence due to illness

If you are absent from the University because of illness for more than seven consecutive days (including weekends), you must provide the University with a medical certificate. – **PLEASE REFER TO SECTION 7.10 EXTENUATING CIRCUMSTANCES AND MITIGATION**

If you are absent through illness immediately prior to an examination or assignment deadline and wish to submit a case for extenuating circumstances to the Board of Examiners, you must provide the University with a medical certificate as soon as possible.

If you are absent through illness on the day of an examination or assignment deadline, you must also provide the University with a medical certificate as soon as possible.

You can hand in or send medical certificates to your Course Leader or the Public Relations Admin Team.

#### Notification of infectious disease

If you have been diagnosed with or have had contact with an infectious disease, you must notify the University in writing within 24 hours of diagnosis. You must not return to University until a medical practitioner's certificate of clearance has been submitted.

## 5.4 WHAT TO DO IF YOU ARE ABSENT

In case of absence from the University, students should contact the Public Relations Admin Team.

## 5.5 WITHDRAWING FROM YOUR COURSE

If at any point during the course of your studies you are considering withdrawing from your programme of study you are strongly advised to contact your Course Leader and your Public Relations Admin Team to discuss your situation as soon as possible.

If, after discussion with your Course Leader, you decide to withdraw from your programme of study on either a temporary or permanent basis then you must do the following:

1. Confirm in writing your intention to withdraw –  
Written notification can take the form of a 'Notification of Withdrawal Form' (available from Bronte Hall Reception/Leighton Hall Reception/Cloth Hall Court 207), a letter, or an email from your University email account. This notification must be sent immediately to your Admin Team and be copied to the Registrar and Secretary's Office. You must also return your student card to the Registrar and Secretary's Office (see also [Regulation 13.6](#)).
  - Whichever method is used the following details are required: your name, student ID, course & year, whether you wish to withdraw on a temporary or permanent basis. If your withdrawal is temporary you also need to indicate the date you expect to return to your studies.
2. Your withdrawal will be processed with the effective date of withdrawal taken as the date of notification.
3. You will receive written confirmation from us to your permanent home address advising you once your withdrawal has been processed. If you have not already had an 'Exit Interview' you will be asked to contact your Course Leader to arrange for one to be conducted.

### Remember –

- Non-attendance does NOT constitute withdrawal – the only way you can officially withdraw from your programme of study is by written notification.

- Until an official withdrawal is processed you will remain registered and enrolled on your programme of study and be liable for tuition fees incurred during this period, regardless of whether or not you have attended classes.
- Until such time as you receive written confirmation from us that your withdrawal has been processed you should assume that you remain registered and enrolled on your programme of study. If you have not received this notification within 10 working days of you sending your notification of withdrawal to us then you should contact your Admin Team immediately.

## **5.6 SCHEME OR COURSE NOTICE BOARDS**

You are advised to check your notice boards regularly, as they are used to display messages from your Tutors, Administration Team and Course Representatives as well as examination schedules. Your notice board is located in Leighton Hall. In addition, information may be provided to your student e-mail account (and not your private e-mail account) and/or the Student Portal, so you are also advised to check these regularly.

Please note that students access their results using the 'Results on-line' process via the website, or the portal – if there are changes to this process, your Administration Team will let you know.

## **5.7 WHAT IS EXPECTED OF YOU (ANYTHING OVER AND ABOVE THE STUDENT ACADEMIC REGULATORY STATEMENTS)**

You are expected to conduct yourself in an appropriate manner and exercise consideration to fellow students and staff. In addition you must take responsibility for ensuring that any Course and/or University deadline is met.

There is a basic educational philosophy underlying all the postgraduate routes in Faculty of Business and Law, including the route that you are on. This philosophy is 'progressive problem solving', and it has practical implications for you and your studies.

Progressive problem solving is an approach to learning which focuses on your ability to identify and tackle business problems, rather than simply to learn facts and techniques that you can reproduce in an exam. As you progress through your route the problems you are faced with all become increasingly more complex, and there will be fewer answers that are unambiguously correct.

Thus in the early stages of your study, you are likely to be relatively dependent on input, by your tutor for your learning. The philosophy of progressive problem solving, however, requires that you are increasingly encouraged and enabled both to take more responsibility for your own learning, and to acquire the necessary skills to be able to do so. Specifically, this means that:

- due attention is given to your personal development as well as your intellectual development, for example skills of managing your time, working with others and presenting your ideas both verbally and in writing;
- there will be an emphasis on the application of your acquired knowledge and skills;
- greater independence in learning will be encouraged, so that you increasingly accept responsibility for your own learning.

In practical terms you are therefore expected to:

- attend all lectures and seminars on time
- do the necessary preparatory work for all seminars
- participate in all seminars
- work for about 10 hours per week on each module, including timetabled classes
- make full use of the study manuals provided for some modules
- focus on the applications of what you are learning

## **FACULTY OF BUSINESS AND LAW CODE OF BEHAVIOUR FOR STUDENTS**

The purpose of this Code is to set out ways to ensure that students in the Faculty benefit to the full from a positive and supportive learning environment.

### **Towards others...**

- Respect other people's values and beliefs: treat everyone with respect regardless of age, gender, ethnicity, religion, disability or sexual orientation.
- Do not let your actions harm or offend others.
- Be polite and considerate to fellow students/academic/support staff.
- Do not use foul or offensive language in public/teaching areas.
- Make space for other people around you, particularly in corridors and stairwells when moving around the building.

### **To enjoy your surroundings...**

- Keep conversation at a reasonable level in corridors and when outside teaching or staff rooms.
- Keep University buildings clean, litter/smoke free and friendly places to be.
- Take advantage of the communal facilities and activities and notify Student Support if they are being used for inappropriate activity.
- Eat and drink in designated communal areas only and not in teaching rooms.
- Observe the safety regulations in force to ensure that University buildings are safe places in which to work

### **In the classroom...**

- Do not disrupt other students' learning by treating teaching rooms and lectures theatres as extended recreational facilities.
- Do not hold separate conversations whilst either a tutor or a fellow student is addressing the class.
- Attend regularly and punctually, and if late, consider whether it is possible to enter the lecture theatre or seminar room without causing disruption/inconvenience to colleagues.
- If you are going to leave the class earlier than it is scheduled to end inform the tutor at the beginning of the class.
- Switch off mobile phones and any other communicating devices when you are in a class.

- Take responsibility for your own learning.
- Participate actively in your learning process.
- Be tolerant of people with different abilities from yourself.
- Do not blame others for your inadequacies.
- Seek advice from academic staff when required.

### **Finally....**

- Abide by the University's Codes of Conduct for Students: unacceptable behaviour may lead to disciplinary action.
- Abide by University regulations in the use of computers: do not install or use any personal software on University computers, unless it has been explicitly authorised.

## 6 ACADEMIC AND STUDENT REGULATIONS

### 6.1 UNIVERSITY ACADEMIC REGULATIONS

The University Academic Regulations and Principles can be found at:

[http://www.leedsmet.ac.uk/metoffice/ags/index\\_framework.htm](http://www.leedsmet.ac.uk/metoffice/ags/index_framework.htm)

You will also receive a copy of the Regulations on CD-ROM at the beginning of each academic year.

The following is a list of sections found within the University Academic Regulations and Principles. Highlighted for information are: cheating, plagiarism and other forms of unfair practice; extenuating circumstances and mitigation; and appeals.

- Assessment – general provisions
- Achievement of credit
- Student progression
- Conferment of awards
- Management of assessment
- Conduct of assessment: coursework and other assessed work
- Administration and conduct of examinations
- Written examinations: regulations for candidates
- Cheating, plagiarism and other forms of unfair practice
- Disabled students and students with specific learning difficulties
- External examiners and advisers
- Boards of Examiners and Examination Committees
- The conduct of Boards of Examiners and Examination Committees
- Disclosure of assessment results
- Extenuating circumstances and mitigation
- Appeal against a decision of a Board of Examiners or Examination Committee

### 6.2 STUDENT REGULATIONS

Student regulations are available at:

[http://www.leedsmet.ac.uk/metoffice/rso/index\\_procedures.htm](http://www.leedsmet.ac.uk/metoffice/rso/index_procedures.htm)

The following regulations are available at this location:

- General regulations – Leeds Metropolitan University students
- Guidance on the University's use of your personal information
- Student complaints procedure

Formal complaint form  
Complaints review form  
Student code of discipline  
Making an allegation(s) against a student  
Appealing against a formal disciplinary decision  
Protocol on handling cases of alleged student misconduct in which mental illness may be a factor  
Policy, regulations and procedures relating to professional suitability or professional misconduct  
Regulations for the use of institutional Learning and Information Services facilities and institutional IT facilities  
Policy and procedures for appropriate student use of University electronic information and communications facilities and services

### **6.3 UNIVERSITY ASSESSMENT REGULATIONS**

As a student you will receive a CD-ROM at the beginning of each year of study, which contain the University's assessment regulations. They are contained within the University's Academic Principles and Regulations and within the Procedures for Academic Regulations. These are available at:

[http://www.leedsmet.ac.uk/metoffice/ags/index\\_framework.htm](http://www.leedsmet.ac.uk/metoffice/ags/index_framework.htm)

Alternatively, these are available for reference in your Faculty Office.

### **6.4 WHERE TO GO FOR HELP**

You should contact your Admin Team in the first instance. They will be able to provide you with forms for extenuating circumstances, assignment hand-in forms, etc.

## **7 ASSESSMENT**

### **7.1 YOUR RESPONSIBILITIES**

It is your responsibility as a student to comply with the Course and Module requirements for attendance and completion of assessments.

## 7.2 HOW AND WHERE TO HAND IN AN ASSIGNMENT

An important part of your assessment whilst studying will be in the form of assignments which need to be handed in for grading. Your tutor will confirm the method of submission – which could be on-line via the X-Stream System, or a physical hand-in of a disk or hard copy assignment.

A room will be designated as a hand-in area for students to submit their work in a timely way. This service is promoted nearer the time of submission. Outside office hours a post box system is utilised in Bronte Hall, Leighton Hall and Cloth Hall Court.

You should obtain a front sheet for your assignment (either from reception or adjacent to the post boxes), complete it and attach it to the assignment before submitting. Details of where to submit assignments will be provided through the student portal/notice boards nearer the date.

When you submit an assignment it is important that you ensure the following information is on the assignment front sheet:

- your name
- course
- year and semester of the course you are studying
- name of the tutor for whom the assignment has been done
- name of the module for which the work has been done

**IMPORTANT** – if you are granted an extension for your assignment, you must attach a copy of the signed Mitigating Circumstances Form to it when submitting.

**IMPORTANT** – Students should obtain a receipt for the hand-in of coursework assignments and keep these receipts in case of any query

If you have to post an assignment to the University it must be:

- sent to the appropriate site office – i.e. Bronte Hall, Leighton Hall or Cloth Hall Court
- addressed to the relevant Administration Team
- sent recorded delivery and the receipt kept

Your responsibilities:

Keep a record of your work

Ensure your work is handed in within the published deadlines

### **IMPORTANT ADVICE: KEEP COPIES OF ALL ASSIGNMENTS**

Each piece of assessed work will receive a mark and some feedback. The marking conventions used in the University are outlined in the table below. The method and form of feedback for each module will depend on the assessment method. Once the module leaders complete marking and moderation, 'most' assessments (depending on format) will be returned to the Administration Team.

### **7.3 TAXONOMY OF ACHIEVEMENT**

The University uses the following indicative taxonomies of achievement.

Excellent Outcome: 70% +

Most of the relevant information/skills accurately deployed.  
Excellent grasp of theoretical/conceptual/practical elements.  
Good integration of theory/practice/information in pursuit of the assessed work's objectives.

Above Average Outcome: 60-69%

Most of the relevant information/skills accurately deployed.  
Good grasp of theoretical/conceptual/practical elements.  
Good integration of theory/practice/information in pursuit of the assessed work's objectives.

Average Outcome: 50-59%

Much of the relevant information/skills mostly accurately deployed.  
Adequate grasp of the theoretical/conceptual/practical elements.  
Fair integration of theory/practice/information in pursuit of the assessed work's objectives.

Satisfactory Outcome: 40-49%

No major omissions or inaccuracies in the deployment of information/skills.  
Some grasp of theoretical/conceptual/practical elements.

Integration of theory/practice/information present intermittently in pursuit of the assessed work's objectives.

Unsatisfactory Outcome: 30-39%

Knowledge and understanding at limited level; may be errors both in terms of factual knowledge and understanding; expression of ideas not always clear, and argument/discussion weakly structured.

Unsatisfactory Outcome: 15-29%

Knowledge and understanding at limited level shown by significant errors and/or omissions both in terms of factual knowledge and understanding, with tendency to description rather than analysis; may include inability to express ideas clearly, lack of coherence in terms of structure, inclusion of irrelevant material.

Unsatisfactory Outcome: below 15%

Overall lack of relevant information, descriptive not analytical; may also be repetitive, lack organisation, demonstrate inadequate use of language and inability to construct sentences.

## **7.4 WHAT TO DO WHEN HANDING IN AN ASSIGNMENT LATE**

### Extensions to submission date

Students can obtain Extenuating Circumstances Forms from Administration staff in either Bronte Hall, Leighton Hall or Cloth Hall Court, Room 207.

### Late submission

If you submit work after the submission date without approval, your work will be subject to the penalties listed in section 7.5 below.

## **7.5 WHAT WILL HAPPEN IF I HAND IN MY WORK LATE?**

The following has been taken from the Academic Regulations, section C1.5.7:

Students who fail to submit assessments by the prescribed date without good cause shall be penalised as given below. *Any work not submitted within these limits may not be submitted at that opportunity.*

“Days” include weekdays and include vacations, but exclude weekends, bank holidays, customary days and other days when the University or designated collaborative institution is closed.

#### Full-time Students

**1 day late:** 5% of the possible total mark will be deducted from the mark achieved by the student.

**2 to 9 days late:** 5% of the possible total mark will be deducted from the mark achieved by the student for every day on which the work remains unsubmitted.

**10 days late or more:** a mark of zero will be recorded.

#### Part-time Students

**1 to 2 days late:** 5% of the possible total mark will be deducted from the mark achieved by the student.

**3 to 10 days late:** 5% of the possible total mark will be deducted from the mark achieved by the student for each *two* days on which the work remains un-submitted (i.e. 5% for days 3-4; 5-6; 7-8; 9-10).

**11 days late or more:** a mark of zero will be recorded.

Cases of persistent late submission shall be brought to the attention of the Board of Examiners or Examination Committee.

## 7.6 ASSESSMENT SCHEDULE

### Coursework

Where a module is wholly or partly assessed by coursework, the submission date will be clearly stated on the assessment brief when it is circulated to students.

### Examination

The examination schedule will be published on notice boards and on the student portal. Please keep checking for updates.

## 7.7 REASSESSMENT

Those students who have not achieved sufficient credit to pass at the first attempt are normally given the opportunity to recover failure through reassessment during the academic level subject to the following limits:

1. A student may not be reassessed in more than 50% of his / her programme of study.
2. Reassessment can take place once only during the level (unless an attempt is deferred as a result of mitigation).
3. Reassessment cannot be used by students to improve an existing pass mark (unless their first attempt is deferred as a result of mitigation).

Semester 1 Re-assessment takes place during Semester 2 (Results are considered at the Summer Boards). **Semester 2** reassessment takes place **over the summer period** (results are considered at the September Boards).

Pass marks for reassessed modules will be capped at 40%.

**Current University regulations state that students who wish to be re-assessed on failed modules must opt-in in order to do so. Inclusion in the re-assessment process is not automatic.**

## 7.8 WHAT TO DO IF YOU HAVE THE OPPORTUNITY TO BE RE-ASSESSED

**You need to re-sit any failed modules during the re-assessment period immediately following the semester in which you failed the module.**

For example: If you fail a semester one module and do not opt for re-assessment in the following re-assessment period, there will be no other opportunity to resubmit for this module.

## 7.9 PLAGIARISM

Plagiarism, in short, means taking another person's work and incorporating it into your own work without proper acknowledgement.

The University has produced a booklet called The Little Book of Plagiarism, available at:

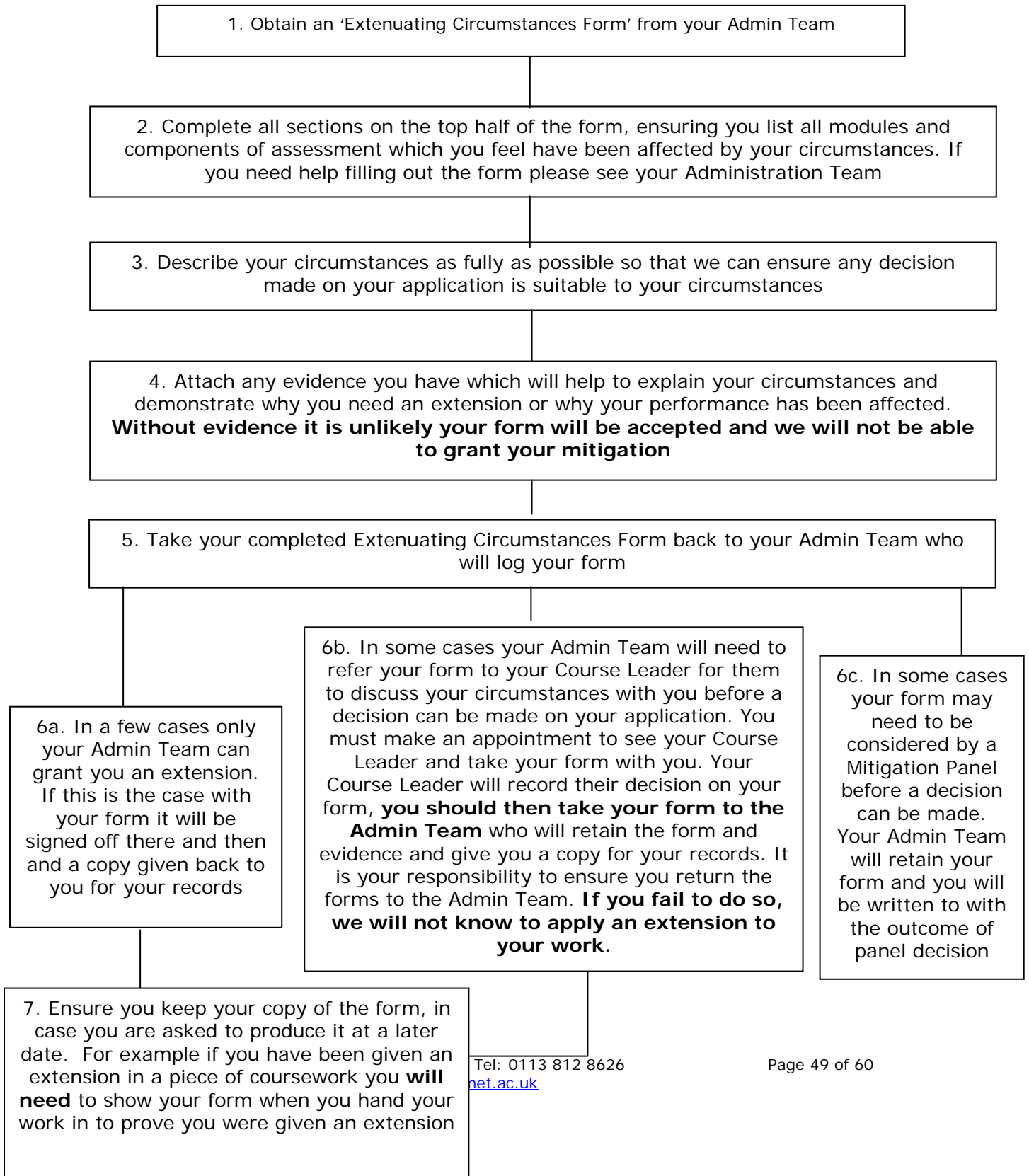
[http://www.leedsmet.ac.uk/metoffice/rso/downloads/Little\\_Book\\_of\\_Plagiarism.pdf](http://www.leedsmet.ac.uk/metoffice/rso/downloads/Little_Book_of_Plagiarism.pdf)

This booklet explains what plagiarism is, but more importantly explains how to avoid it. It is strongly recommended that you read and familiarize yourself with the contents of this booklet.

## 7.10 EXTENUATING CIRCUMSTANCES AND MITIGATION

### Mitigation Process Flowchart

You should follow the process below if you would like to request an extension to a piece of coursework, are unable to attend an exam/presentation, or if you are experiencing difficulties which may affect your performance in your assessment(s).



## **REMEMBER**

Time management is a requirement of the University Regulations. Please be aware that assignment 'clashes' – eg. Handing 2 or more assignments in on the same date does NOT constitute grounds for mitigating circumstances.

If any property is stolen – a crime reference number, the name of the PC who has dealt with your case and the name of the police station is required to support mitigation.

If you suffer from any form of illness which affects your studies, a medical note from your Doctors (on letter headed paper) is required as evidence to support your mitigating circumstances.

In the event of bereavement, one of the following will be required to support your mitigating circumstances:

- a copy of the death certificate
- a letter from the Hospital or a member of the clergy
- the order of service from the funeral

## MITIGATING CIRCUMSTANCES - EXPLANATION

Hopefully you won't need to know this, but please spend a couple of minutes updating yourself with the process for mitigating circumstances (Mit Circs) just in case you do.

### What are "mitigating circumstances"?

This is when something outside of your control stops you from completing your assignment or sitting an exam (or impacts on the quality of the work produced).

### Examples of mitigating circumstances:

- Bereavement
- Other traumatic incident – e.g. parental divorce, accident, attendance at Court
- Illness

### Examples of what does NOT constitute mitigating circumstances:

- Holidays
- Weddings
- Family Celebrations
- Printer/computer failure
- Disk Corrupted
- Work commitments
- Printer not working
- Stolen Disk or Laptop
- Couldn't get books from library

### Evidence is needed to prove any form of mitigating circumstances:-

- Illness – Doctors note
- Theft – Crime number, PC & station name & phone number (evidence needs to be given of previous work)
- Bereavement – Copy of death certificate, copy of service leaflet

### What to do if you think you have mitigating circumstances:-

- Seek guidance from your Administration Team
- Complete a Mitigation/Extension Request Form (available from Bronte/Leighton Reception and Cloth Hall Court Room 207) & submit to your Administration Team with the relevant evidence. They will complete the form and give you a copy back. This is your receipt and must be attached to any coursework you submit in relation to the Mitigating Circumstances.
- Please be assured that the reasons for mitigation are **confidential** between yourself, the Admin Team, Course Leader/Mitigation Panel and, if necessary, the Chairperson of

the Exam Board. No other member of staff need know unless we are given authorisation to the contrary.

- **Timeliness is key** – if you know of something now which will affect your performance, put the mit circs form in now. If you are ill for an exam, ensure you see the doctor on or before the date of the exam – the following week may be too late. The longer a problem festers, the worse it usually becomes. Most valid mit circs have a solution if tackled early enough.
- If you experience 'ongoing' problems please keep your Admin Team informed.

### **What happens next?**

Please refer to Sections 6A/6B/6C of the **Mitigation Process Flowchart**.

## **Academic Appeals**

Are you unhappy with your results?

You may be able to appeal if:



You have had problems that may have affected your results.



You feel the University has done something wrong.

We can help.

Contact **Student Advice in the Students Union at Civic Quarter**: 1st Floor, B Block (above the Met Bar and below the gym)

Reception is open Monday, Tuesday, Wednesday and Friday 10.00 until 16.00

Thursday 12:00 until 16:00

Advice drop-ins (no appointments necessary) are on Mondays and Wednesdays between 11:00 and 13:00. Alternatively, appointments are available every weekday.

### **Ways to contact us:**

Telephone: 0113 812 8408.

Leave a message outside of opening hours with a daytime contact number.

Email: [su.studentadvice@leedsmet.ac.uk](mailto:su.studentadvice@leedsmet.ac.uk)

**DON'T DELAY – YOU ONLY HAVE 10 WORKING DAYS TO LODGE AN APPEAL AFTER THE PUBLICATION OF RESULTS**

## 8 REPRESENTING YOUR COURSE

### 8.1 ROLE OF MONITORING AND REVIEW MEETINGS

Monitoring and management of Schemes and Courses

#### Establishment

A Monitoring and Review meeting shall be established to ensure that each Scheme or Course in the University is appropriately considered.

#### Remit

The Monitoring and Review meeting is the forum, representative of students and staff, responsible for the overall policy on the Scheme, Course or designated grouping of Courses including conduct, monitoring, review and development.

#### Membership

Membership of Monitoring and Review meeting shall be as set out in the University Procedures. The Monitoring and Review meeting may not be augmented other than in accordance with University Regulations and Procedures.

#### Election of representatives

The election of representatives to attend the Monitoring and Review meetings shall be in accordance with University Procedures.

#### Reporting

The Monitoring and Review meeting will report to the Associate Dean (or Senior Academic Manager nominated by the Dean), and via the Associate Dean (or Senior Academic Manager nominated by the Dean) to the Faculty Board (or equivalent).

#### Meetings

The Monitoring and Review meetings shall be convened at least twice in each academic year in accordance with the University Procedures.

Each Monitoring and Review cycle will require two student focus groups (or equivalent) to be convened to facilitate student contribution to course monitoring, review and development.

#### Consultation

Student representatives shall be given adequate notice of meetings / focus groups so that they can consult with their fellow students. Guidance on notice periods is as found in the relevant University Procedures.

#### Consideration of Modifications to the Scheme or Course

Consideration and approval of the Scheme or Course documentation relating to proposed modifications to the Scheme or Course prior to its submission to approval and validation procedures of the Faculty, University and any external validating body.

#### Other Matters for Consideration

In addition to its formal remit the Monitoring and Review meetings will be concerned with other matters as specified in the University Procedures.

## **8.2 SPECIFIC SCHEME OR COURSE STATEMENT**

### **The Role of Course Reps**

Course representatives are part of the formal and informal communications links between staff and students that exist to maintain the quality of the academic program and the learning environment at Leeds Met. This is a two way process, they are not only expected to represent the students to the staff, but also the staff view to the students. Course Reps are important to the Students' Union and the University because they play a vital role in the University's quality enhancement mechanisms by providing feedback on students' academic experience.

### **The Course Representatives role may include:**

- identifying student issues and needs
- voicing the views of students
- attending and participating in Student Forum/Monitoring and Review meetings
- raising student issues at Forum/Monitoring and Review meetings
- consulting, involving and reporting back to students
- liaising with other student representatives and the Students' Union
- attending training and feedback sessions
- referring students to the appropriate service for advice / support
- providing a link between students and staff
- promoting an equality of opportunity
- preparing a report to be handed on to succeeding course representative

### **Responsibilities of Faculty / Course Representatives:**

- to attend appropriate Course / Faculty meetings;

- to actively seek a representative view of students on their Course / Program of study;
- to represent the views of students on matters applicable to the course of study;
- to identify and promote an appropriate means by which students on their course /program of study may communicate with them on matters applicable to their course and studies;
- to use the appropriate established School channels of communication in order to receive and relay information between Student Forum/Monitoring and Review meetings and the relevant student body;
- to play an integral part in the decision making process by attending appropriate meetings and representing the views of students within their Course/Faculty;
- to respect confidentiality where required.

### **The Rights of Faculty / Course Representatives:**

- to appropriate support in the form of a nominated point of contact in the School, and also a nominated point of contact in the students' Union - the Vice-President Education & Campaigns;
- to receive a copy of LMUSU's Course Representative pack;
- to attend LMUSU's Course Representative Induction training and any subsequent skills training provided.
- to be a full and active member of the appropriate Student Forum/Monitoring and Review meetings
- to organise course meetings in order to canvass the views of students to have access to established School / Faculty channels of communication as appropriate;
- to use a designated space on Course notice boards;
- to articulate the views of students within their Course / Faculty;
- to promote equality of opportunity in the appropriate forums

### **8.3 PLANNED DATES AND TIMES OF MEETINGS**

Student Consultations:  
December 2008/January 2009  
May/June 2009

Monitoring and Review Meetings:  
Late October 2008  
June/July 2009

Precise details regarding dates, times and venues will be circulated to students in advance via noticeboards and the student portal. Student Reps will also be notified via emails to their Leeds Met Student Email accounts.

### **8.4 STUDENT REPRESENTATION**

#### Generic statement

Student representation on and input into the Monitoring and Review cycle is a key part of the quality enhancement strategy of the University. Each Monitoring and Review meeting shall include student representation. Student contribution to the Monitoring and Review cycle will also take place through the use of student focus groups or equivalent.

## 9 HELP, ADVICE AND INFORMATION

### 9.1 HELPZONES

The [Helpzones](#) are staffed information points at Civic Quarter, Cloth Hall Court, Headingley Campus and Headingley Carnegie Stadium. They are here to make sure that your time at Leeds Met is as trouble free as possible. If you have a question or want information and advice about life at Leeds Met, then the [Helpzones](#) are the place to ask. If the [Helpzone](#) cannot help you immediately, they will let you know who can help you, and in many cases, book an appointment for you if required.

We have a suite of computers at each [Helpzone](#) that you can use to access the internet, whether to visit the [Helpzone](#) website – or just to check your emails. We also have a wide range of information about Leeds Met, including details about all the Services to Students that are here to help you, as well as other useful publicity about events and activities across the University.

The [Helpzones](#) are open Monday to Friday, so call in to see us if you need any assistance. If you can't call in to see us, you can always email us on [helpzone@leedsmet.ac.uk](mailto:helpzone@leedsmet.ac.uk) and we'll get back to you as soon as we can.

### 9.2 STUDENTS' UNION ADVICE

If you need independent, impartial advice, information or representation, the Students' Union provides a free, confidential, non-judgemental advice service, staffed by professionals and specializing in all of the University's regulations, policies and procedures, including academic appeals, student complaints, disciplinaries, cheating and plagiarism.

The service also offers advice and support with more generalist issues, like housing, employment, debt, sexual health etc. and has offices at both Headingley and Civic Quarter campuses, which can be accessed at drop-in sessions, by pre-booked appointment. Please note that service operation can vary, depending upon demand and staffing levels, so please ensure you contact the service directly or see the Union's website for latest details.

Tel: (0113) 812 8408

E-mail: [su.studentadvice@leedsmet.ac.uk](mailto:su.studentadvice@leedsmet.ac.uk)

## 9.3 HEALTH AND SAFETY

### Fire Safety Procedures

The following advice is taken from the Leeds Metropolitan University Fire Regulations and Procedures:

#### Fire prevention

Fire prevention is everyone's responsibility. You can help to prevent fires by:

- Good housekeeping
- Safe use of electrical and gas appliances
- Observing the University no-smoking policy

### Information

In each room and in many corridors there is a blue and red Fire Action notice that tells you what to do in the event of a fire. This tells you the location of the nearest Fire Alarm Call Point, the University emergency telephone numbers, the location of fire-fighting equipment and the appropriate assembly area for fire evacuation. All fire doors and escape routes are clearly marked.

### If you discover a fire

If you discover a fire, inform any available member of staff. If no-one is available you should operate the Fire Alarm and then evacuate the building. In addition you should call the emergency number indicated on the Fire Action notice.

### Fire evacuation

On hearing the Fire Alarm, everyone should proceed calmly to the nearest available safe escape route as indicated by the green signs bearing a white running man symbol. Follow this route to get out of the building and continue on to the nearest assembly point so as not to impede the Emergency Services. Do not stop to collect belongings and do not try to leave by your usual entry route unless this is the way indicated by the escape signs. Do not attempt to use the lifts.

Evacuation is practised through fire drills. However, you should regard any sounding of the alarm as a fire incident and act accordingly.

## Disabled students

You are expected to declare any disability that would affect your safety in the event of a fire, e.g. poor hearing may mean the alarm isn't heard, or use of a wheelchair will prevent use of stairs to evacuate. If you are referred to the Disability Adviser, a personal Fire Evacuation Plan may need to be developed. This will then be used in any evacuation of the buildings.

## First Aid

The current First Aid information notice (green and white) is displayed in all University buildings alongside the Fire Action notices (predominantly blue and white) and alongside, or adjacent to, each First Aid box. Each First Aid information notice gives the following local details:

- the location of the nearest First Aider(s)
- the location of the nearest First Aid box
- other emergency contact points

The names and telephone numbers of the nearest First Aiders can also be obtained from the Helpzone, Health Centres or from the Security Control Offices, Civic Quarter, ext. 23154 or Headingley Campus, ext. 23165.  
e buildings.