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MODULE DESCRIPTOR

Module Title

Fieldwork Placement

Reference	BSM054	Version	4
Created	May 2017	SCQF Level	SCQF 11
Approved	August 2012	SCQF Points	15
Amended	June 2017	ECTS Points	7.5

Aims of Module

To enable the student to be able to practice and place in context the skills and knowledge gained via the course of study to practice.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Synthesise practical experience with a critical evaluation of the role of the professional.
- 2 Critically analyse the role of the host department in a particular organisation.
- 3 Appraise critically and demonstrate an evaluative appreciation of the implementation of professional theories and principles in a working environment.

Indicative Module Content

Four weeks practical experience of the operation of an appropriate organisation. Range of experience from the daily operations to the management and administration of the department. Should involve an understanding of the various levels of management.

Module Delivery

Pre-placement briefings and tutorial support; debriefing on return from placement. Tutorials in support of the choice of placement and writing up of a report. Visit by a member of lecturing staff during placement period. On-campus taught delivery hours are denoted below as full-time. Online distance learning delivery is denoted as part-time.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	3	N/A
Non-Contact Hours	30	33
Placement/Work-Based Learning Experience [Notional] Hours	117	117
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>	150	150

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3
Description:	Individual Written Assessment				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60%-69%
C	50%-59%
D	40%-49%
E	35%-39%
F	0%-34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None, in addition to SCQF 11 entry requirements or equivalent.
Corequisites for module	None.
Precluded Modules	None.

ADDITIONAL NOTES

Distance Learning students with current or prior vocational experience in a relevant industry can submit a critical self-appraisal, in the form of a written report, foregoing the requirement of a 4 week placement.

INDICATIVE BIBLIOGRAPHY

- 1 FANTHOME, C., 2004. *Work placements: a survival guide for students*. Basingstoke: Palgrave Macmillan.
 - 2 BOWDEN, J. 2008. *Writing a Report: How to Prepare, Write and Present Really Effective Reports, How To Books*
 - 3 GILLIS, TAMARA, and IABC., 2011. *The IABC Handbook of Organizational Communication : A Guide to Internal Communication, Public Relations, Marketing, and Leadership*, John Wiley & Sons Incorporated
 - 4 Kung, Lucy. 2008. *Strategic Management in the Media Industry: Theory and Practice*. Sage Publications
- IN ADDITION: students will be guided to particular information sources related to the fieldwork placement experience, the host organisation, report writing guides, and BSM054 Aspire CampusMoodle online e-resources list.