

MODULE: BUSINESS JOURNALISM

Semester:	I (Fall)
Stage:	III - Consolidation & Specialisation
Theme:	Media Skills
Assessment Weighting:	Exam: 50%; Course work 50%
Number of Credits:	4 semester credits / 6 quarter units

Introduction

This module presents business analysis techniques and establishes a framework for evaluating economic developments and policies, both national and international.

Syllabus

The Economy: An Introduction

National Income Accounting: GNP, GDP
Public Sector Expenditure
Money and Banking
Financial Intermediaries
Monetary Policy
Economic Goals: Growth, Control of Inflation,
Balance of Payments, Reduction in Unemployment
Economic Models / Theories
International Issues: EU, EMU, World Trade,
Environmental Issues

Financial Analysis (Company based)

Interpretation of Financial Statements
Application of basic financial ratios
Cash Flow Management
Currencies

The Financial Market:

Stock Exchange: Function and Regulation: Seeking quotations
Interpretation of key financial indices
Financial Instruments
Currency Fluctuations: Leading & Lagging Indicators
Lending rates, Inflation

Understanding Business:

Scope: Finance, Marketing, Legal, Production, Personnel, etc.
Business Analysis: Strategic Forces Environmental, Quality Audit (ISO 9000), Use of Information Technology, etc.
Legislation: Business taxation, Companies Act, Employment legislation, Competition policy, European issues

Trends: Quality, Customer Orientation, Use of Information Technology, Increased Litigation

Case examples from different industries

The Business Journalist

Research Sources: Legal, Companies Office, Industry Assoc., Company insider, press releases/ conferences, competitors, customers, etc.

Business Writing: Investigative / Analytical, News Reporting

Career Opportunities