

**MODULE:** **BUSINESS JOURNALISM**

**CODE:** **BAJH-2-1-09**  
**Number of Credits:** **4 semester credits / 6 quarter units**  
**Stage:** Consolidation & Specialisation (II)  
**Theme:** Media Skills  
**Assessment Weighting:** Exam: 50%  
Course work 50%

### **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