



ADD-ON PROGRAMME IN FINANCIAL JOURNALISM

Department: ECONOMICS

Fees: INR 1000

Student Intake: 40

Course Coordinator: JERIL TOM

Duration: 36 hours

Objectives of the Course

Financial journalism has become one of the most exciting and important areas in both print and electronic media and one of the fastest growing fields in terms of employability. It tracks, records, analyses and interprets the financial changes that take place both at national and global level. The certificate course in financial journalism that is proposed to be offered will impart reasonable knowledge to the students in reporting business, economic and financial news.

Course Outcome

By the end of the course, one will be able to report and analyse business and financial news, working across television, radio, print and online media.

Syllabus

Module 1 Fundamentals of Journalism 6 hours

Evolution of business and financial journalism- Ethics, Rules & Standards in Journalism-Regulator framework- Key Issues in Business and financial journalism - Journalism Practice-Online Journalism

Module 2 Introduction to Frequently used Economic & Business Concepts 14 hours

Economic growth – indicators – National Income concepts – Broad economic sectors – price indices and inflation - dynamics of gold and oil prices- Capital Markets-Derivatives, Futures and Options Trading- SENSEX & Other Indices -Debt Markets- Mutual Funds and Exchange Trade Funds-currency futures- concepts in monetary policy- Budgetary concepts-BOP concepts- foreign exchange rate- FOREX markets- foreign exchange regimes- government securities market- role and functions of RBI and SEBI

Module 3 Data processing & Analytical writing 10 hours

Economic/Business data sources - Data Reporting- Analysis of Financial Statements- Statistical tables-Frequently used charts/figures-Frequently used statistical measures- ratio- percentages -mean, growth rates- trend analysis- introduction to MS Excel-interpretation of data

Module 4 Financial Reporting in Practice 6 hours

Steps involved in collection and analysis of facts and information – interviewing –editorial production - language and style of writing – business news photography- fair practices in reporting

Module 5 Self-study

Exploring the global economy –WTO and Indian agriculture – Understanding business dynamics –tax reforms –basics of banking- functions of private corporates in India – India as a manufacturing hub

References

- Marie Kinsey (2019). Financial Journalism, Routledge. London
Tony Harcup (2014). A Dictionary of Journalism, Oxford University Press
Ibrahim Seaga Shaw (2016). Business Journalism: A Critical Political Economy Approach, Routledge
Keith Hayes (2013). Business Journalism: How to Report on Business and Economics, Apress
Peter Kjaer, Tore Slaatta (2007). Mediating Business: The Expansion of Business Journalism, Copenhagen Business School Press
Terri Thompson (2000). Writing About Business – The New Knight-Bagehot Guide to Economics & Business Journalism, Columbia University Press
Keith J. Butterick (2015). Complacency and Collusion: A Critical Introduction to Business and Financial Journalism, Pluto Press
N. Gregory Mankiw (2007). Economics: Principles and Applications, Cengage Learning India Private Limited.
Robert S. Pindyck, Daniel L. Rubinfeld (2017). Micro Economics, Pearson Education, Delhi, Hill, Delhi
N. Gregory Mankiw (2016). Principles of Macroeconomics, CENGAGE Learning Custom Publishing
Francis Cherunilam (2008). International Economics, Tata McGraw Hill, Delhi
V.K.Puri, S.K.Misra (2019). Indian Economy, Himalaya Publishing House
L M Bhole, Jitendra Mahakud (2017). Financial Institutions and Markets, McGraw Hill Education
Khan M F (2006). Indian Financial Institutions, Tata McGraw Hill Ltd
Prasanna Chandra (2017). Investment Analysis and Portfolio Management, McGraw Hill Education