

Module: **Business Journalism (BAJH-BJ)**
Elective

Allocation of Marks: **60% Continuous Assessment**
40% Final Examination

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Work in a variety of newsrooms and adequately cover business news stories.
2. Demonstrate understanding basic areas in business journalism and how to write about them with intelligence and understanding.
3. Explain key financial terms.
4. Undertake basic analysis on a variety of companies from the listed to semi-states.
5. Read a company result report and know where to look.
6. Write about wider economic issues, government budgets, industrial relations, how firms communicate.

Module Objectives

This module harnesses already acquired skills of news reporting and investigative journalism enabling the learner to produce detailed and investigative media content in the broad business journalism sphere. It builds the learners ability and proficiency in financial language through beginning the module with basic company reporting before deepening the learners understanding of the broad spectrum of financial journalism sectors.

Module Aims

This module aims to enable the learner to produce succinct news stories in a variety of areas from company performance and activity, to economics, the stock market and currencies to personal finance.

Module Curriculum

Indicative Syllabus Indicative Module Content

1. The Economy and Budgets
The budget, house prices, tax and spending, the environment, innovation, unemployment, Value For Money
2. Company reporting & corporate governance
 - Reporting earnings – How companies tell us what they do.
 - Scandals and corporate governance – How is this is reported, role of the journalist.
 - The changing communication role of the firm.

3. Finance and banking
Banking in Ireland, Europe and the USA, Competition and crashes - The sub-prime crisis.
4. Technical terms
Including inflation, bonds, futures, hedging, subprime, derivatives, profits and losses, revenue, definitions of money. Important definitions terms are more important used in business journalism today.
5. Reporting Industrial Relations
How journalists and media organisations deal with industrial relations news and how reporting industrial relations is a form of conflict reporting and requires developing particular journalistic skills to ensure balanced and fair reporting.
6. The firm and consumers
This topic investigates the seen and unseen firms and their relationships with customers who are in the 21st century concerned with quality and safety of the products they buy as well as being increasingly aware of environmental and human rights issues.
7. Writing about economic growth
Gross Domestic and Gross National Product, GDP and GNP respectively, are commonly used measures of economic growth which journalists report on. How effective are they as measures of economic activity, are there flaws with the measures, what alternatives are there and most importantly how should journalists write about economic growth. Alongside the GDP and GNP measures we examine the Genuine Progress Indicator, the Index of Sustainable Economic Welfare and the UN Human Development Report indices.
8. Jobs, wages and the economy
We explore the trends in employment focusing on how the print and other media report on job losses and new ventures particularly the work of the enterprise development agencies. We also ask what the employment figures tell us about the wider economy. In this context we look too at the wage differentials in the economy and how this is reported on.