# POST GRADUATE DIPLOMA IN BUSINESS JOURNALISM CURRICULUM

# INTRODUCTION TO BUSINESS JOURNALISM

Prerequisite: Version: 1.0
Course Code: MCPBJ101L Credits: 01

# **Objectives**

- Apprise the students about the size and scale of business media
- Give them an understanding of the newsroom hierarchy and job roles
- Give them a perspective of the news gathering process

# **Learning Outcomes**

The students, at the end of the course, will be able to:

- Describe the size and scale of business media
- Explain the newsroom hierarchy in a business newspaper, TV channel and portal
- Describe news beats and news sources that business reporters use

#### Module I: Overview (L - 1 hours)

**Business Journalism Defined** 

Differences with Mainstream Journalism

Evolution of Business Journalism

#### Module II: Business Media (L - 4 hours)

Business newspapers and magazines: size and scale

Business television: size and scale

**Business sites** 

Present status and future of business media

#### Module III: Newsroom (L-3 hours)

Business Newsroom Hierarchy in Print

Business Newsroom Hierarchy in Television

Job Profiles and Skill Sets: Today and Tomorrow

# Module IV: Beats and Target Audience (L -3 hours)

News sources

Key beats and Departments

Profile of Business Reader: Print, TV, Digital

#### REPORTING, EDITING AND PAGE MAKING

Prerequisite: Version: 1.0
Course Code: MCPBJ103P Credits: 04

# **Objectives**

- Teach the art of writing business leads and structuring news reports
- Teach the art of writing business features
- Introduce students to different forms of business reporting
- Familarise them with editing and headline writing requirements
- Train them on page-making software

#### **Learning Outcomes**

The students, at the end of the course, will be able to:

- Write different kinds of business leads
- Use the inverted pyramid format to write business reports
- Convert company releases into news reports
- Edit news reports for clarity and objectivity
- Work with numbers, create info boxes and info graphics
- Write headlines
- Demonstrate page making skills

#### Module I: Elements of Business Writing (L-3 hours; P - 8 hours)

**Business Leads** 

Structuring Business reports: Inverted Pyramid style of writing

**Business Features** 

Assignment: Structure business reports in inverted pyramid format; Write business features

#### Module II: Reporting Techniques (L-6; P-12 hours)

Use of Attribution

The Art of Interviewing

**Covering Press Conferences** 

Writing from press releases

Objective Reporting, Interpretative Reporting, Investigative Reporting

**Assignment**: Convert press releases into news report; Do news interviews

#### Module III: Basics of Business Editing (L-6 hours; P-12 hours)

Editing for clarity and objectivity

Making sense of numbers: Percent, Percentile, Average, Media, Outliers

**Headline Writing** 

Rewriting business reports

Glossary: Terms used in Business Papers

**Assignment**: Edit news reports to improve clarity

Assignment: Write headlines.

**Assignment**: Rewrite news reports and feature reports; Club copy

# Module IV: Page-making and Picture Enhancement (L-1 hour; P-12 hours)

Training on Adobe InDesign Training on Adobe Photoshop Info Boxes and Infographics

**Assignment:** Crop and improve images **Assignment:** Make business pages

#### **DIGITAL WRITING (WEB AND MOBILE)**

Prerequisite: Version: 1.0
Course Code: MCPBJ105P Credits: 04

# **Objectives**

- Apprise the students of the size of the digital market
- Provide an idea of the emergence and size of mobile media
- Give them an understanding of digital platforms and key terminology
- Teach them how to write reports for websites and mobile phones
- Explain to them the importance of mobile apps

### **Learning Outcomes**

The students, at the end of the course, will be able to:

- Describe the size of the digital market
- Explain the different kinds of digital platforms
- Write search optimized web reports
- Explain the app economy and importance of Social Media

#### Module I: Overview (L-3 hours)

Evolution and Size of Indian Digital Market

Main sites by traffic

**Content Consumption Trends** 

Emergence of Mobile Media: Scale and Size

#### Module II: Platforms and Key Metrics (L-3 hours)

Websites, Mobiles, Apps
User Experience, User Interface
Page Views, Impressions, Reach
Visits, Unique visitors
Sessions, Engagement Rate, Click through rate
Social metrics of Followers, Engagement, etc.

#### **Module III: Digital Text -**

(L-6 hours; P-16 hours)

Kinds of Digital Writing

Characteristics of Web Report; Differences with Print writing

Elements of Digital writing: Formatting for web reading, Ensuring Readability, Clarity and

Objectivity, Optimising reports for search engines

Characteristics of Digital Headlines; Differences with Print Headlines

**Assignment**: Write search engine optimised business reports

Assignment: Write news headlines for web

#### **Module IV: Mobile Text**

(L-1 hour; P-6 hours)

Writing for Mobiles News Notifications Commercial alerts

Assignments: Review news alerts moved by any two media houses; Review commercial

alerts pushed by any one ecommerce site

#### **Module V: Mobile Apps**

(L-3 hours)

Kinds of Mobile Apps iOS and Android ecosytems Progressive Web Apps, Accelerated Mobile Pages Mobile Apps vs Mobile Websites How do Apps make money

#### Module VII: Social Media

(L-6 hours; P-12 hours)

Characteristics of Social Media Key platforms, reach and numbers

How Twitter works: Finding, following and listening How Facebook works: News Feed, Pages and Groups

How to use LinkedIn: Company Pages, LinkedIn Groups, Publishing platform

Instagram: Main Features The power of Influencers

Assignments: Set up Twitter handle; Use tweets to create reports

Assignments: Set up Facebook Page; Create LinkedIn Profile; Review LinkedIn Company

pages

**Assignment**: Develop business report using Instagram

#### Module VII: Case Study: The Economic Times.com (L-2 hours)

Content Sources and creation Content Selection and Display

Traffic Break Up by platform and category

Site Analysis and Planning

Measuring content performance with Chartbeat

E-paper: Advantages and disadvantages

#### AUDIO AND VIDEO STORYTELLING

Prerequisite: Version: 1.0
Course Code: MCPBJ107P Credits: 03

# **Objectives**

- Apprise students of the size and scale of audio storytelling
- Give students an understanding of video storytelling and how it is changing news distribution and consumption
- Teach students how to record and edit podcasts on mobile phone
- Teach students how to shoot and edit videos on mobile phones

# **Learning Outcomes**

The students, at the end of the course, will be able to:

- Record and edit podcasts for being consumed on mobile phones
- Shoot and edit one to three-minute videos on mobile phones
- Explain the impact of video storytelling on consumption of business news

#### **Module I: Overview**

(L-2 hours)

Podcasting market in India and globally

Emergence and size of video storytelling in India and abroad

Impact of video storytelling on creation and consumption of business news

# **Module II: Podcasting**

(L -2 hours; P – 16 hours)

What are podcasts, formats and directories

Podcasting kit

**Ideation and Scripting** 

Recording and Editing on mobile phones

Uploading of podcasts: Points to keep in mind

**Assignment**: Create podcasts for publication on student website

#### **Module III: Video Storytelling**

(L-3 hours; P-20 hours)

**Ideation and Scripting** 

Shooting mobile video: Camera angles and tips

Voiceover, Supers and music overlays

Recording and Editing videos on iOS and Android Phones

MoJo Kit

Uploading of videos: Points to keep in mind

Assignment: Prepare one to three-minute videos using mobile phones for publication on

student website

#### WEB TECHNOLOGY

Prerequisite: Version: 1.0
Course Code: MCPBJ109L Credits: 02

# **Objectives**

- Apprise students of the way content is uploaded on the net
- Give students an understanding of website performance
- Teach students the importance of keyword and search engine optimization
- Give students an understanding of Google Analytics
- Explain in detail the relevance of Search and SEO

# **Learning Outcomes**

The students, at the end of the course, will be able to:

- Upload reports, podcasts, videos on student website using Times Group's Content Management System or Wordpress
- Describe ways to optimize site performance
- Explain what is search engine optimization and how business writers should optimize their reports for the web
- Explain how Google Analytics is used to analyse and improve site performance

#### **Module I: Content Management System**

(L-1 hour; P-3 hours)

Elements of Content Management System Kinds of Content Management Systems

Advantages

**Assignment:** Working on Times Group's Content Management System

### **Module II: User Experience**

(L-2 hours)

Site Performance, Speed, Importance of First Screen User behaviour Principles of Web Design

#### **Module III: Search Engine Optimisation**

(L-3 hours)

How search engines work
Kinds of search engines
What is Search Engine Optimisation
On page optimisation: Keywords and their placement
Search engine signals
Page Rank, Organic search, Paid Listings
Link building: Do's & Don'ts

# **Module IV: Google analytics**

(L-2 hours)

How Google analytics works Understanding key terms Monitoring traffic sources Tracking campaigns

Module V: Measurement and Monitoring (L -2 hours; P -6 hours)

App Annie ComScore Chartbeat

**Assignment**: Write a business report using AppAnnie **Assignment**: Write a business report using ComScore

#### INDIAN ECONOMY

Prerequisite: Version: 1.0
Course Code: MCPBJ111L Credits: 03

# **Objectives:**

- Give the students an understanding of how national income is collated
- Provide a perspective of trade flows and exchange rate
- Explain the role of the Reserve bank of India
- Provide an understanding of agriculture and industry policies

# **Learning Outcomes:**

The students, at the end of the course, will be able to:

- Describe how government data is computed on inflation, industrial output, tax collection etc
- Explain how currency conversion happens
- Describe the role of Reserve Bank and importance of monetary policy
- Explain key issues related to agriculture and industry

#### **Module I: National Income Accounting**

(L-4 hours)

National Income: Measurement
Inflation, Price and Price Controls
Interest Rates, Money Policy
Gross Domestic Product
Direct and Indirect Taxes

Goods and Sales Tax: Broad overview

Centre-State Finances

### **Module II: Balance of Payment**

(L -2 hours)

Balance of payment account: meaning and significance

Trade Flows

Exchange Rate Regimes, Currency Convertibility

#### **Module III: Central Bank**

(L 2-3 hours)

Reserve Bank of India and its role as Central Bank

**Monetary Policy** 

Non-productive Assets Management

#### **Module IV: Agriculture and Industry**

(8-12 hours)

Agricultural Finance and Marketing

Agricultural Prices and Policy

Institutional and Technological Reforms in Indian Agriculture

**Industrial Policy** 

Poverty, Food Security and Public Distribution System

Labour Policy and Unemployment

#### FINANCIAL STATEMENT ANALYSIS

Prerequisite: Version: 1.0
Course Code: MCPBJ113P Credits: 03

#### **Objectives:**

Teach the students how to read a balance sheet Analyse balance sheets to find reporting points Understand how the Union Budget is made

# **Learning Outcomes:**

The students, at the end of the course, will be able to:

- Analyse a balance sheet
- Write reports on a company's health based on balance sheet figures
- Explain the salient feature of the Union Budget

#### **Module I: Understanding the Balance Sheet**

(L-2 hours; P-6 hours)

**Understanding Assets** 

**Understanding Liabilities** 

Understanding Owner's Equity

Balance sheets by Industry

**Assignment:** Write reports after analysing the balance sheet

# Module II: Understanding the Profit and Loss Account (Income Statement) (L-1) hour; P-4 hours)

Calculating the Gross Profit

Calculating the Net Profit

Dividends and Retained Earnings

**Assignment**: Presentation based on the profit and loss statement of a company

# Module III: Understanding the Cash Flow Statement (L-2 hours; P-4 hours)

Cash Flow from Operating Activities

Cash Flow from Investing Activities

Cash Flow from Financing Activities

**Assignment**: Presentation to explain the cash flow statement

#### Module IV: Interpreting Financial Statements (L-2 hours)

Understanding Financial and Accounting Ratios

**Analysing Profitability** 

# **Module V: Reading the Budget**

(L-3 hours; P-12 hours)

**Budget Process** 

Consolidated Fund

Contingency Fund

**Public Account** 

Money Flow

Plan, Non Plan Expenditure

Fiscal Deficit

**Assignment:** Write business reports based on the Union Budget.

#### **NEWS ANALYSIS I**

Prerequisite: - Version: 1.0

Course Code: MCPBJ115L Credits: 02

### **Objectives**

• Familiarize students with topical business and political issues

• Develop analytical and critical thinking skills

# **Learning Outcomes**

On completion of the course, students will be able to:

- Describe important business and political issues in the news
- Analyze social, political and economic developments

#### **Examination Scheme:**

• 1. Ongoing Assessment across the semester:100 marks

#### References

- Important Business Newspapers and business magazines
- Major business Websites

#### **SEMESTER II**

#### **BUSINESS TELEVISION**

Prerequisite: Version: 1.0
Course Code: MCPBJ102P Credits: 04

# **Objectives**

- Expose students to the equipment and technology used in television broadcasting
- Teach basics of video editing using
- Teach creation of offline TV graphics
- Help them learn how to do voiceovers, and piece to camera
- Expose them to the art of anchoring

# **Learning Outcomes**

The students, at the end of the course, will be able to:

- Explain what is TRP, and how it affects programming
- Describe the packaging of Television News
- Do a voiceover and piece to camera
- Edit TV footage and create TV graphics
- Design and produce studio-based television programs on business issues

# Module I: Visual Communication Basics (L-3 hours; P-6 hours)

Basic shots and camera movement

Focus, white balance, aperture and gain

PTC (Piece to camera) and VO (Voice over),

Sequencing and editing news packages

TRP and its impact on TV programming

**Assignment**: Do a piece to camera and voiceover.

# Module II: Television Pre-production (L-4 hours; P-12 hours)

Product mix of business broadcast

Script writing, and writing to visuals

Shooting and editing schedules, Cues and commands

Research, investigation, interview techniques

The art of preparing bulletins and rundowns

**Assignment:** Come up with an idea, and write a script;

#### Module III: Production (L-2 hours; P-12 hours)

TV lighting: in field, studio lighting, three-point lighting,

High and low key lighting Single camera shooting

Types of lights, Studio sets and make-up.

Multi camera shooting

Software training: Adobe Premiere Pro

# **Module IV: Post-production**

(L-2 hours; P-12 hours)

Principles of Editing Editing a news bulletin

Visual transitions: digital effects, and post production,

Cutting promos and treasures

TV Graphics

**Assignment**: Edit a news bulletin

# Module V: Television Anchoring (L-2; P-4)

Body language and grooming

Voice broadcast skills: pronunciation, flow and modulation

Facing a camera: eye contact, use of teleprompter

News anchoring, field interviews and anchoring various TV shows

Assignment: Anchor a news bulletin

#### DATA MINING AND VISUALISATION

Prerequisite: Version: 1.0
Course Code: MCPBJ104P Credits: 04

# **Objectives**

- Teach methods to study datasets to locate interesting story angles
- Expose students to data sources on the net
- Find ways of transforming data into information that can be easily understood
- Develop understanding of limitations of datasets and evaluate the strengths and weaknesses of data.

# **Learning Outcomes**

The students, at the end of the course, will be able to:

- Locate data sources with ease
- Scrape data and create files
- Clean data to remove formatting errors
- Analyze data to locate news threads
- Create news reports and graphics based on data analysis

#### Module I: Introduction to Data Journalism (L-2 hours)

Definition and historical perspective

Scope: Why Data Journalism is important for Business Journalist

Skills required by a data journalist

#### Module II: Finding and Understanding Data (L-2 hours; P-8 hours)

Where to look for data

Setting up data news wires

Strategic searching - tips and tricks

Introduction to scraping

Turning numbers into stories

Become Data Literate

Assignment: Search for data

**Assignment**: Scrape data from web screen **Assignment**: Turn numbers into stories

#### Module III: Working with Data (L-2 hour; 10 hours)

Working with Excel

Cleaning data

Correcting bad formatting; taking care of misspellings

Invalid values and duplicates

Assignment: Clean and format data

#### Module IV: Evaluating Data (L-2; P-12 hours)

Newsroom math and statistics

Making new variables with functions

Summarizing data with pivot tables

Looking for patterns

**Assignment**: Working with pivot tables

Module V: Putting the Data Story Together (L-2 hours; P-12 hours)

Deciding the central focus Including data within a narrative

Ethics of finding and using data

Data Visualisation

Assignment: Write a business report using data; visualise data

#### CORPORATE REPORTING

Prerequisite: Version: 1.0
Course Code: MCPBJ106L Credits: 03

#### **Objectives:**

- Expose the students to different sources of corporate news
- Provide a perspective regarding mergers and acquisitions
- Give an understanding of corporate culture
- Give a broad overview of regulatory and trade bodies

#### **Learning Outcomes:**

The students, at the end of the course, will be able to:

- Describe the different sources of getting corporate stories
- Explain important points regarding mergers and acquisitions
- List key points related to corporate culture
- Describe the role and functions of key regulatory and trade bodies

# Module I: Corporate news (L-2 hours; P-12 hours)

Consultancy reports

Financial services firms forecasts

Broking houses reports

Annual reports

Filings to exchanges

Investor calls

**Assignment**: Write business stories using Consultancy reports

**Assignment:** Write business reports using forecasts made by financial firms **Assignment**: Write business reports based on annual reports of companies

#### Module II: Corporate finance (L-4 hours)

Initial public offers

Listed and unlisted companies

Sources of Capital: Markets, Venture Capital, Angel Investment, FDI

#### Module III: Mergers and acquisitions (L-2 hours; P-4 hours)

How merger and acquisition deals are structured

Impact on company's business

Organic and inorganic growth.

Due diligence, disclosures and share swaps, Hostile bids

Impact on staff and top management

Impact of consolidation on industry.

**Assignment**: Make Presentation on a merger and acquisition deal

### **Module IV: Corporate structure**

#### (L-3 hours)

Structure of a private listed and unlisted company: Directors, Promoters, Shareholders, top management, CEO compensation Corporate Culture, Issues related to corporate governance

Hiring and layoffs

Gender discrimination.

# Module V: Regulatory Agencies and Industry bodies (L-8 hours)

Securities and Exchange Board of India Competition Commission of India Telecom Regulatory Authority of India Insurance Regulatory and Development Authority Confederation of Indian Industry Federation of Indian Chambers of Commerce and Industry National Association of Software and Services Companies

Insider trading and other violations of company code

#### **Module VI: International Business**

(L-3 hours)

How companies operate globally (such as Apple, Google, Walmart, Xiaomi, Hyundai, Mahindra, TCS and Infosys)

How global companies are impacted by local policies and competition

How companies penetrate a foreign market

Impact of tax issues and trade treaties on global companies

#### FINANCIAL MARKETS & INSTITUTIONS

Prerequisite: Version: 1.0
Course Code: MCPBJ108L Credits: 03

#### **Objectives:**

- Teach the working of financial markets
- Give an understanding of the banking sector and working of money markets
- Provide a broad outline of India Inc

#### **Learning Outcomes:**

The students, at the end of the course, will be able to:

- Describe important forms of financial holdings
- Explain how money markets work
- Explain the structure of public and private companies

#### **Module 1: Financial Markets**

(L-10 hours)

Equity: Direct Equity, Indirect equity, IPO, Derivatives, Equity funds, Sensex, Nifty

Mutual funds: Equity Fund, Index Funds, Sectoral Fund, Debt Fund, Arbitrage Fund, Hybrid

Funds, Fund of Funds, International Funds

Fixed income assets: Fixed Deposits, Postal Savings, Corporate Deposits, Debt Funds, Public Provident Fund, National Savings Certificates

Physical assets: Real Estate, Bullion, Commodities and Commodity Derivatives

Currency market: Pair dynamics, how and who sets rupee value, what determines rupee value

#### **Module 2: Credit Markets**

#### L-10 hours

Basics of Banking, Private and Public Sector Banking, Small Banks, Banking Regulation, Bank Recapitalisation, Repo Rate, MCLR, Non-Performing Assets

Commercial Banking, Consumer Loans, Interest Rates, Credit Cards, Overdraft, Securitised debt

Money Market: Overnight rates, Call Money Market, Statutory liquidity of banks

Consumer rights, grievance redressal mechanisms,

Laws to deal with financial frauds, Ponzy schemes

#### **Module 3: Understanding Business**

(L -10 hours)

India Inc: Public Sector Undertakings, Promoter-run companies, Private companies...

history, differences, types of managements, regulation

Basics of Balance sheet, Corporate announcements, Basics of valuation, basic of corporate finance (equity, debt, PE funding)

Startups, laws, financing mechanism (PE, VC, Angel Investors, IPO, iBanker)

#### **BUSINESS LAW & ETHICS**

Prerequisite: Version: 1.0
Course Code: MCPBJ110L Credits: 03

# **Objectives:**

- Provide an understanding of ethical reporting
- Give the students an idea of important laws governing business and indusyry

### **Learning Outcomes:**

The students, at the end of the course, will be able to:

- Describe the ethical practices business journalists should follow
- List the points to keep in mind when reporting for television
- Explain important clauses pertaining to key business laws

#### Module I: The grey line

(L-3 hours)

Definition and principles

Truth, Fairness & Objectivity

Press Council guidelines on coverage of women, juvenile issues and riots

#### **Module II: Reproduction of online content**

(L-3 hours)

What is Fair use

Linking and embedding

Use of images

Creative Commons Licensing

Correction of errors, retraction requests

#### Module III: Business Journalists and Social Media (L-2 hours)

Personal, official accounts

Friending, Interacting with users

Sourcing, Tweeting, publishing content

#### Module IV: Restrictions & Regulations (L-3 hours)

Press Council of India guidelines on ethical practices

Advertising Council of India Guidelines

**Broadcast Guidelines** 

#### **Module V: Issues and Values**

(L-3 hours; P-4 hours)

Editorial & Advertorial

Digital manipulation

Paid news

**Assignment**: Presentation on ethical writing in business media

# Module VI: Business Laws (L – 6 hours)

Companies Act

**Industrial Disputes Act** 

**Consumers Protection Act** 

Foreign Exchange Management Act

Information Technology Act

#### **NEWS ANALYSIS II**

Prerequisite: - Version: 1.0

Course Code: MCPBJ112L Credits: 02

### **Objectives**

• Familiarize students with topical business and political issues

• Develop analytical and critical thinking skills

# **Learning Outcomes**

On completion of the course, students will be able to:

- Describe important business and political issues in the news
- Analyze social, political and economic developments

#### **Examination Scheme:**

• 1. Ongoing Assessment across the semester:100 marks

#### References

- Important Business Newspapers and business magazines
- Major business Websites

#### **INTERNSHIP**

Prerequisite: Version: 1.0
Course Code: MCPBJ114P Credits: 06

The Internship is scheduled at the end of the first semester and is of four weeks. It is to be done with a business newspaper, business channel or a website, which can be a business website or a business portal.

During the Internship period, the students are required to stay in touch with their Faculty supervisors, and apprise them of the work they are doing.

#### **Objectives**

The objectives of the internship are to:

- Give the students an opportunity to test the theoretical and practical skills that they have acquired during the course
- Learn to work in a team environment
- Learn how media organisations work
- Build professional relationships that will help them later in their career

#### **Learning Outcomes**

The students, at the end of Internship will:

- Sen their professional skills
- Identify areas where they need to learn more

#### **Examination Scheme**

The knowledge/skills gained by the students during the Internship is judged by the Faculty. The Faculty reviews the Internship File prepared by the student and holds a Viva to assess the learning. The Internship File should include:

- Summary of the work done by the student
- Brief description of the learning that happened during the Internship
- Copy of Internship certificate received from the organisation where the student interned.

#### **Evaluation of Internship Report**

The student will be required to make a presentation on the Internship learning/experience and will be awarded marks using the following criterion:

a. Industry understanding	20%
b. Learning outcomes with samples/details of work	25%
c. Language and clarity	25%
d. Interaction with Faculty supervisor	05%
f. Viva	25%
Total	100