

- Faculté des sciences économiques
- www.unine.ch/seco

Economic Journalism (5AJ2044)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en journalisme et communication	Cours: 2 ph	cont. continu	3

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Automne

Equipe enseignante:

Prof. Cinzia Dal Zotto
University of Neuchatel
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Objectifs:

This course provides students with theoretical, analytical and practical tools to understand the forces that affect our economic system and how to report about them. The course starts with an introduction about the history of capitalism in order to understand how to make sense of the macro- and micro-economic variables. It further continues with the analysis of the various industry sectors of our economy as well as with insights into accounting principles and financial statements analysis. Statistical data analysis and notions of finance complete the theoretical and analytical program. The role and the importance of social partners such as the unions, public institutions as well as the relations between media and firms as economic actors will be addressed through the intervention of dedicated invited speakers. The course further includes professional insights about the peculiarities of business writing and reporting as well as the art of structuring interviews. Collaboration with Swiss media such as Le Temps and Bilan ensure that students' assignments are supervised not only by the course teacher but also by professionals in the field.

Contenu:

The major components of this course are as follows:

- History of capitalism, economic forces affecting firms and markets
- Structuring an interview, managing professional risks
- Accounting basics and principles
- Financial statements analysis
- Statistical data analysis
- Financial markets and notions of finance
- Writing, reporting and investigating about business and economy

Forme de l'évaluation:

Continuous evaluation during the course: practice oriented group and individual pro-jects to be submitted during and at the end of the course, active participation in dis-cussions during the lectures. Detailed information about the assignments will be an-nounced at the beginning of the course.

Reexamination: written exam (2 hours)

Documentation:

Readings such as articles, book chapters, and cases will be provided at the beginning of the course.

Pré-requis:

- Faculté des sciences économiques
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No prerequisites are required to follow this course.

Forme de l'enseignement:

Optional course, fall semester, 28 hours.

The course consists in blocks of 4 hours which include lectures, exercises and lectures with invited speakers. Teaching aims at creating a bridge between economic and business concepts and their application for journalism practice. Detailed information about the schedule is given at the beginning of the course.