

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

Introduction to economics (5AJ2060)

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
Academy of Journalism and Media
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Objectifs:

This course aims at introducing the students to the basics of economics, i.e. to the micro and macro-economic aspects of the economic system we are living in. In particular the course will analyze these aspects within a highly dynamic environment such as the media. The application of the theoretical concepts to reality will be explained by practical examples and exercises. After completing this course, students will be able to critically analyse and understand the micro and macro-economic issues of our economic system, and their importance for their journalistic profession.

Contenu:

The course will cover the following aspects:

- Basic economic principles
- Microeconomic aspects: market fundamentals and market failures
- Macroeconomic aspects: macroeconomic variables and relationships
- Economic Growth: the role of technological transfer, change and innovation
- Economic Growth: Inequality and institutions
- Growth Policies: Competition, Education and Environment
- Practical exercises

Forme de l'évaluation:

Written examination at the end of the course (2 hours). Detailed information about the assignments will be announced during the course.
Reexamination: written exam (2 hours)

Documentation:

ī, j R. Bade & M. Parkin (2009), Foundations of Economics, Pearson International Ed.
ī, j Blanchard, O. (2009), Macroeconomics, Pearson, Chap. 6
ī, j P. Antonioni & S. Masaki Flynn (2007), Economics for Dummies, John Wiley & Sons.
ī, j G. Mankiw (2009), Principles of Economics, Cengage Learning.

Further readings such as articles, book chapters, and other references might be provided during the course.

Pré-requis:

No prerequisites are required to follow this course. The course is however propaedeutic to the course Economic and Business Journalism.

Forme de l'enseignement:

Optional course, fall semester, 28 hours.

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