

- Faculté des sciences économiques
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Introduction to Economics and Management (5AJ2024)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en journalisme	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
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Guest : Prof. Thomas Beissinger, University of Hohenheim, Germany

Objectifs:

This course aims at introducing the students to the basics of economics and management, i.e. to the micro and macro-economic as well as accounting 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.

Contenu:

The course will cover the following aspects:

- Characteristics of media firms, media products and media industries
- Economic forces affecting media, characteristics of media markets
- Evolution of managerial concepts, managers' roles, accountancy
- Microeconomic aspects: market fundamentals and market failures
- Macroeconomic aspects: macroeconomic variables and relationships
- Application of micro and macroeconomic concepts to managerial problems within the media industry

After completing this course, students will be able to:

- Understand the basic concepts of management and their application to the media industry
- Critically analyze and understand the micro and macro economic aspects and their application to the media industry

Forme de l'évaluation:

Written examination at the end of the course. Detailed information about the assignments will be announced at the beginning of the course.

Reexamination: written exam (2 hours)

Documentation:

- R. Bade & M. Parkin (2009), Foundations of Economics, Pearson International Ed.
- P. Antonioni & S. Masaki Flynn (2007), Economics for Dummies, John Wiley & Sons.
- E. Meyer, M. Ashleigh, G. George & R. Jones (2007), Contemporary Management, European edition, McGraw Hill Education, Berkshire.
- B.W. Wirtz (2011), Media and Internet Management, Gabler Verlag, Wiesbaden.

Further readings such as articles, book chapters, and cases are provided at the beginning of the course