

Business & Financial Journalism

Curriculum:

- Unit - I** Tools for a Business Journalist : Overview of Economic History of Business Journalism in India, Overview of Global Economy, Comparative Study of Major Business Publication: Economic Times, Financial Express, Business Standard, Business India, Business World, Business Times etc.
- Unit – II** Government Policies & the Business Journalist: Major Ministries and their Functions: Finance, Industry, Commerce, Agriculture, Telecom, IT, Steel & Mines etc., Planning Commission : An Overview of its Role and Function, The Central/State Budgets : An Analysis, WTO & the Indian Economy: Policy Measures & Implications, Privatisation: A Business Journalist's Viewpoint
- Unit - III** Corporate Sectors & Industry: Major Industries in India: Changing Patterns & Analysis, Analysing Industry Trends: A Journalist's Guide Book, Corporate Sector in India: Emergence, Growth & Laws., Business Families in India: History's changing Trends & Barons.
- Unit - IV** Marketing, Advertising & the Consumer: Growing Importance of Marketing & Advertising, Famous Marketing Works in India: Analysis, Famous Advertising Campaigns & Successful Brands: Analysis, Consumer Rights & Protection: MRTP, Consumer Courts and Corporate Ethics, Business Media in the Age of Electronic Journalism & the Internet

Reference Books :

1. Khan & Jain: Financial Management.