

<b>Module title</b>		<b>Abbreviation</b>
Introduction to Business Journalism		12-EWJ-242-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Holder of the Professorship of Economic Journalism		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The course provides a practical introduction to the functions and goals of business journalism and gives an initial overview of the subject area of journalism. The focus is on the following questions: What is communication? What are the special features of business journalism? How does one communicate complex economic-political contexts? What needs to be taken into account when providing information and conducting research? How are sources handled in journalism? How are journalistic products such as a report or news item or a report written? How does storytelling work? What is the most efficient way to disseminate journalistic products? What comprises the field of journalistic ethics?</p>		
<b>Intended learning outcomes</b>		
<p>Through practical exercises, students learn about different forms of presentation and gain insight into research techniques. After completing the "Introduction to Business Journalism" module, students are able to comprehend and evaluate the work of journalists and likewise write journalistic products independently.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor' degree (1 major) Business Information Systems (2024) Bachelor' degree (1 major) Economathematics (2024) Bachelor' degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)</p>		