

Документ подписан простой электронной подписью  
Информация о владельце:  
ФИО: Ястребов Олег Александрович  
Должность: Ректор  
Дата подписания: 28.05.2018 13:27:44  
Уникальный программный ключ:  
ca953a0120d891083f939673078e1a989dae18a

**The Federal state autonomous educational institution of higher education  
«Peoples' Friendship University of Russia named after Patrice Lumumba»**

---

**Faculty of Philology**

(наименование основного учебного подразделения (ОУП)-разработчика ОП ВО)

**PROGRAM OF DISCIPLINE**

---

**Business Journalism**

(Name of the Discipline / Module)

**Recommended for the direction of training/speciality:**

---

**42.03.02 Journalism**

(Code and Name of the field of study, the direction of training/speciality)

**The discipline is carried out within the framework of the main professional  
educational program of higher education (EP HE):**

---

**Multimedia Journalism**

(Name of the educational program)

## 1. OBJECTIVE OF THE DISCIPLINE

### Course Aim

This course explores basic financial and business concepts and equips students with skills to understand companies and how to produce professional news stories in different forms. Students will learn how to interpret different business events and processes of writing news stories on company performance and activity, economics, stock market and currencies to personal finance.

The main objectives are

1. Students will learn basic areas and structures in business journalism and how to write about them professionally with an analytical mind.
2. Students will be equipped with skills to be able to read and analyze a company result report and know where to find them.
3. Students will learn how to Identify specific financial & business events worthy of news coverage.

## 2. REQUIREMENTS TO STUDENTS ON FINISHING THE COURSE

Students are expected to master the following competencies:

*Table 2.1. The list of competencies formed in the mastering of the discipline (the results of the discipline)*

Code	Competence	Indicators of competence achievement (within the discipline)
GC-12.	Able to search for necessary sources of information and data, comprehend, analyze, memorize, and transfer information using digital tools and algorithms when working with data obtained from various sources to effectively use the information to solve problems; assess information, its reliability, build logical conclusions based on the incoming information and data.	GC-12.1 - Knows basic technology, software, and hardware for digital communication (including SMAAC=Social, Mobile, Apps, Analytics, and Cloud technologies) and considers information security, confidentiality, and ethical and legal requirements
		GC-12.2 - Uses a variety of digital tools to enable interactions with others to achieve goals
		GC-12.3 - Master modern technologies, software and hardware for digital communications; communicates in the digital environment (including using SMAAC=Social, Mobile, Apps, Analytics, Cloud technologies) with consideration of information security, confidentiality, ethical and legal requirements
GPC-5.	Able to consider current trends in the development of media communication systems on regional, national, or international level, based on political and economic	GPC-5.1 - Knows the range of political, economic factors, legal and ethical norms regulating the development of different media and communications systems at global, national, and regional levels

Code	Competence	Indicators of competence achievement (within the discipline)
	mechanisms of their functioning, legal and ethical norms of regulation.	GPC-5.2 - Carries out professional journalistic activities, considering the mechanisms of a particular media and communications system

### 3. THE DISCIPLINE (MODULE) IN THE STRUCTURE OF EP HE

The discipline “Business Journalism” belongs to the Compulsory Module of Block 1 of the curriculum. Table 1 shows the preceding and subsequent subjects aimed at forming competence discipline by the matrix of competencies.

*Table 3.1. The list of components of the EP HE, contributing to the achievement of the planned results of the discipline*

Code	Competence	Previous discipline	Subsequent disciplines
GC-12.	Able to search for necessary sources of information and data, comprehend, analyze, memorize, and transfer information using digital tools and algorithms when working with data obtained from various sources to effectively use the information to solve problems; assess information, its reliability, build logical conclusions based on the incoming information and data.		
GPC-5.	Able to consider current trends in the development of media communication systems on regional, national, or international level, based on political and economic mechanisms of their functioning, legal and ethical norms of regulation.		

### 4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is **4** credits.

Types of activities	Total hours	Semesters						
		1	2	3	4	5	6	7
<b>Classroom activities (total)</b>								
<i>Lectures</i>	17	x	x	x	x	17	x	x
<i>Practical lessons/Seminars</i>	17	x	x	x	x	17	x	x
<i>Laboratory activities/</i>	-	-	-	-	-	-	-	-
<i>Control</i>	27	-	-	-	-	27	-	-

<b>Independent work (total)</b>	<b>83</b>	-	-	-	-	83	-	-
<b>Overall workload hours</b>	<b>144</b>							
<b>Credits</b>	<b>4</b>							

## 5. CONTENT OF THE DISCIPLINE

*Table 5.1 Content of the discipline (module) by type of activity*

<b>Name of the Unit</b>	<b>Content of the Units (topics)</b>	<b>Type of activity</b>
Introduction	- Concepts, Glossary, Syllabus,	Lecture
Introduction to business journalism	- The evolution of business journalism, - The role of the business journalist as the watchdog of corporate businesses - The rise of the business magazine, the growth of business journalism	Lecture
Business vs Media	- How the media affects society's view of business - What business thinks of the media	Lecture
Public relations and business journalism	- The rise of PR, - How PR has changed business journalism	Lecture
Business reporting	- Business reporting issues, business reporting structures, - Public and private companies - Finding business news in different places(court, Business beats, Internet databases) - Reading company income statements	Lecture
Understanding basics in business and structure	- Executive compensation - The company structure, Initial public offerings, mergers and acquisitions - SEC: Security Executive Committee, economy, Boards of Directors	Lecture
Ethics and business journalism	- The relationship with analysts - Business journalism ethics - The future of business journalism	Lecture
Unit 1	The role of the business journalist as the watchdog of corporate America, Russia, and other countries.	Seminar
Unit 2	Business and media: Relationship and development	Seminar
Unit 3	What do readers and Corporates of your country think about business journalism?	Workshop

Name of the Unit	Content of the Units (topics)	Type of activity
Unit 4	Business reporting workshops: structure and relationships	Workshop
Unit 5	The rise of public relations and advertising and its influence on business journalism	Workshop
Unit 6	Important company events, from changes in management to layoffs	Seminar

## 6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

The discipline is implemented using e-learning and distance learning technologies

*Table 6.1. Material and technical support of the discipline*

Type of classroom	Classroom equipment	Specialized educational/laboratory equipment, software and materials for the mastering the discipline (if necessary)
Digital Classroom	computer, TV VCR and a transparency projector. CD players and DVD players	
Lecture room	Computer, internet, TV VCR and a transparency projector	
Home for independent work	Computer, internet,	
Library for independent work	Computer, internet	

*\* The classroom for students' independent work **MUST be indicated!***

## 7. EDUCATIONAL AND METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

### *Main readings*

1. Taparia, J. (2004). *Understanding Financial Statements: A Journalist's Guide*. Marion Street Press, Inc.
2. Thompson, T. (Ed.). (2001). *Writing about business: the new Columbia Knight-Bagehot guide to economics and business journalism*. Columbia University Press.

### Other recommended readings

1. Arrese, A. (2008). Profits and Losses. *Business Journalism and its Role in Society*.

2. Roush, C. (2011). The New York Times Reader: Business & Economics. *Journalism and Mass Communication Quarterly*, 88(2), 457.
3. Reed, R., & Lewin, G. (2005). *Covering Business: A Guide to Aggressively Reporting on Commerce and Developing a Powerful Business Beat*. Marion Street Press.
4. Roush, C. (2004). *Show me the money: Writing business and economics stories for mass communication*. Routledge.
5. Roush, C. (2006). *Profits and losses: Business journalism and its role in society*. Marion Street Press.
6. Bausum, A. (2007). *Muckrakers: How Ida Tarbell, Upton Sinclair, and Lincoln Steffens Helped Expose Scandal, Inspire Reform, and Invent Investigative Journalism*. National Geographic Books.
7. Smith, R., & Emshwiller, J. R. (2009). *24 Days: How Two Wall Street Journal Reporters Uncovered the Lies that Destroyed Faith in Corporate America*. Harper Collins.

*Web-sites and online resources*

1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:
  - <http://www.rad.pfu.edu.ru/>
  - [www.libfl.ru](http://www.libfl.ru)
  - [www.portalus.ru](http://www.portalus.ru)
  - [www.project.phil.pu.ru](http://www.project.phil.pu.ru)
  - [www.lib.fl.ru](http://www.lib.fl.ru)
  - [www.gutenberg.net](http://www.gutenberg.net)
  - [www.ipl.org](http://www.ipl.org)
  - [www.theEuropeanlibrary.org](http://www.theEuropeanlibrary.org); [www.epoch-net.org](http://www.epoch-net.org)
  - <http://gabro.ge/biblio/0707/3066/filosof.historic.ru/books/item/f00/s00/z00358/st000/htm/>
2. Databases and search systems:
  - web search engine google.com
  - online encyclopedia wikipedia.org
  - news aggregation website drudgereport.com
  - GoogleScholar.com

*Teaching materials for students' independent work while mastering the discipline/module\*:*

1. A course of lectures on the discipline.
2. Practical assignments and their brief contents;
3. Questions for self-check, and test assignments.

\* - all educational and methodical materials for students' independent work are published in the current order on the page of the discipline in TUIS!

**8. GRADING MATERIALS AND GRADING-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMED IN THE DISCIPLINE**

The grading materials and grading-rating system\* for assessing the level of competence (part of competencies) for the discipline are presented in the Appendix to this Working program of the discipline.

\* - are formed based on the requirements of the corresponding local normative act of RUDN University.

**AUTHOR OF THE PROGRAM:**

**PhD in Philology, Assistant of  
the Mass Communication  
Department**

Position, Department

Signature

**Mustapha M. Jamiu**

Full Name

**HEAD OF THE DEPARTMENT:**

**Mass Communication  
Department**

Name of the Department

Signature

**Victor V. Barabash**

Full Name

**HEAD OF THE PROGRAM:**

**PhD in Philology, Associate  
Professor of the Mass  
Communication Department**

Position, Department

Signature

**Natalia V. Poplavskaya**

Full Name