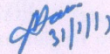


UNIVERSITY OF MUMBAI
No. UG/245 of 2016-17

CIRCULAR:-

The Head, University Department of Communication and Journalism and the Principals of the affiliated Colleges in Arts and are hereby informed that the recommendation made by the Ad-hoc Board of Studies in Communication and Journalism at its meeting held on 14th July, 2016 has been accepted by the Academic Council at its meeting held 14th July, 2016 vide item No. 4.71 and subsequently approved by the Management Council at its meeting held on 18th November, 2016 vide item No.29 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 54 (1) and 55 (1) of the Maharashtra Universities Act, 1994 and the Ordinances 6354 and 6355 and Regulations 9079 and 9080 and the syllabus as per the (CBCS) of Diploma Programme in Financial Journalism has been introduced, which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI - 400 032
31st January, 2017
To,


(Dr.M.A.Khan)
REGISTRAR

The Head, University Department of Communication and Journalism and the Principals of the affiliated Colleges in Arts.

A.C/4.71/14.07.2016
M.C/29/18.11.2016

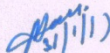
No. UG/245-A of 2016-17

MUMBAI-400 032

31st January, 2017

Copy forwarded with Compliments for information to:-

- 1) The Co-Ordinator, Faculty of Arts,
- 2) The Chairman, Ad-hoc Board of Studies in Communication and Journalism
- 3) The Director, Board of College and University Development,
- 4) The Co-Ordinator, University Computerization Centre,
- 5) The Controller of Examinations.
- 6) The Professor-cum-Director, Institute of Distance and Open Learning


(Dr.M.A.Khan)
REGISTRAR

....PTO

Received on
5/1/2017

Cover Page

AC 14-07-2016
Item No. 4.71

UNIVERSITY OF MUMBAI



Syllabus Approved in AC

O-6354

O-6355

R-9079

Sr. No.	Heading	Particulars
1	Title of the Course	Diploma programme in Financial journalism
2	Eligibility for Admission	H.Sc. passed from any discipline
3	Passing Marks	Pass class
4	Ordinances / Regulations (if any)	nil
5	No. of Years / Semesters	One year / 2 semester
6	Level	P.G./U.G./ Diploma / Certificate
7	Pattern	Yearly / Semester
8	Status	New / Revised
9	To be implemented from Academic Year	Academic Year 2016- 17

Date:

Signature:

Name of BOS Chairperson: Dr. Parvathi Venkatesh

Diploma Programme in Financial Journalism

Course Objectives:

This program seeks to give insights into fundamental principles of financial market environment to interpret the articles of economic analysis in financial newspaper and journals.

Learning objectives and training Deliverables:

The course is a short-term programme tailored for Commerce and Management students to instil confidence in them while entering the job market. The specific objectives of the programme are on the following lines:

- To build up Reading, Writing, Speaking, Interpreting and Analyzing skills from Economic and Business perspective
- To groom them with practical knowledge pertaining to global economic cycles along with the broad Indian financial structure
- To make them Industry competent
- To develop a flair for Journalism

Program Faculty:

The programme will have faculties from finance professionals, from academia and from industry.

Pedagogy:

Live case studies, presentations, management games, interactive sessions, group activities, on - site visits etc.

Expected Outcome:

- Students will develop an inclination to journalism having practical knowledge and choose to further explore it as a career option.
- They will be groomed to take up post-graduation in areas specializing in financial journalism and mass communication

Hours of instructions of the course:

Total duration: 44 weeks including 100 hrs of contact program and internship

Examination: (Presentation+Written tests+Evaluation) - 6 weeks

Who may benefit?

1. Undergraduate / Post graduate students from any discipline aspiring to get ready for corporate career or self- employment /entrepreneurship in future.
2. Faculty and academicians

Admission Procedure:

The program will be available during every academic year. The candidates will be selected for the course based on the profile and submissions made in the form. Selected candidates will be admitted after the payment of fees. Course details are:

Duration : 1st September 2016 –30th August 2017 Timings : 11.00 am – 1.30 pm

Syllabus of the course

MODULE 1. (A) Orientation on fundamentals of Journalism (10hrs)

- Understanding of practical experience in financial journalism.
- The financial markets and media;
- Understanding financial statements;
- Reporting on strategy and business ethics

(B) Guest Lecture - 'How to read and interpret Financial Newsletters'

MODULE2. Macroeconomics (10hrs)

- Fiscal & Monetary Policy, Development economics, Central & state finances
- Analyzing the implications of policy statements
- Viewing experts comments
- Building opinion

Practical exposure – Case studies, Newspaper articles, Editorials

MODULE3. Journalistic writing skills (10hrs)

- Basic report writing
- Primary research
- Secondary research
- Extracting relevant information
- Removing noise
- Innovative ways of sourcing

MODULE4. International Economics (10hrs)

- Foreign Exchange market, International capital market,
- International institutions and their monetary policies
- Economic indicators.

Practical exposure – Group discussions

MODULE5. Banking & Finance (13hrs)

- Indian banking structure
- Major banking trends
- Overview of key aspects of banking including regulations and Basel framework
- Monitoring role of RBI - credit policies and its impact on economy
- Practical exposure – Reading Newsletters, daily newspapers
- Tracking major economic events (e.g. credit policy of RBI, interest rate scenarios)

MODULE6.Accounting & Financial reporting (10hrs)

- Latest updates on financial reporting including formats of financial statements
- Overview of developments in accounting standards
- Highlights of annual report & disclosures
- Reporting as per Listing agreement
- Practical exposure – Case studies, annual reports of companies, financial dailies

MODULE7. Interviewing skills (10hrs)

- Preparing a relevant questionnaire
- Topics related to finance – Interviewing a financial market expert
- Topics related to economics – interviewing economists
- Taking minutes of the interview
- Practical exposure – Videos

MODULE8. Securities laws & regulations (10hrs)

- SEBI regulatory framework
- Investor protection regulations highlights
- Highlights of regulatory breaches and SEBI punitive action
- Highlights of new Companies Act, 2013
- Practical exposure – Case studies, Group discussion

MODULE9. Reporting through live media (7hrs)

- Introduction to different media: print, television, radio, documentaries

MODULE10. Journalistic code of conduct & ethics (10hrs)

- Evolution and purpose of codes of journalism
- Accuracy and standards for factual reporting
- Presentations
- Standards and ethics
- Practical exposure - Case studies - Ethical dilemma

EVALUATION PATTERN:

- **Total no. of credits assigned : 10 credits**
- Internal Assessment: Active interaction of participants given weightage. (Practical: 7 credits)
- Report writing (3 credits) **(1-1/2 hr)**
- Case study – class participation (2 credits)
- Presentations (2credits)

Final exam (Theory) (3 credits) (1-1/2hrs)

Award of Certificate:

Every participant will be awarded a certificate on the successful completion of the program.

Fees:

- For Undergraduate / Post graduate students - Rs. 15,000/+ Service Tax as applicable.
- For Faculty and academicians - Rs.20,000/+ Service Tax as applicable.

Important Dates:

1	The Course will commence from	01-09-2016
2	Last date for submitting the duly filled in Application for Admission	27-08-2016
3	Confirmation to selected candidates	30-08-2016
4	Admission on or before	29-08-2016 30-08-2016