

COM3211: BUSINESS JOURNALISM

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Business Journalism

Subject Code

COM - Media and Communication

Course Number

3211

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

Other Languages

Other Languages for Medium of Instruction

English and Chinese (For practicum component: English and Chinese)

Medium of Assessment

Other Languages

Other Languages for Medium of Assessment

English supplemented by Chinese.

This course is designed to teach students communication skills in both English and Chinese to prepare them for a bilingual working environment.

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details**Abstract**

This course aims to teach students the skills of business news writing and reporting, and equip students with the skills and a working knowledge of business news world. Students will be able to touch the news topics like stock market, IPO, money and banking, land and property, business and commerce, investment and personal finance matters. Students will deal with daily news issue like company result announcements, major economic indicators and corporate events. All business news topics will cover Hong Kong, China and International financial markets.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate knowledge and skills of business news writing and reporting		x	x	x
2	Apply such knowledge and skills to gather accurate and newsworthy information through interviewing people and institutions		x	x	x
3	Write news stories in Chinese and English in line with the professional standard of media		x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will participate in lectures on basic knowledge and skills of business news writing and reporting in Chinese and English	1	Throughout the class
2	Lectures/ Class discussions	Students will participate in lectures on how to work as a business news reporter and how to deal with other stakeholders like financial PRs or IRs.	2, 3	Throughout the class

3	Class Exercises	Students will engage in exercises on how to write a business news story in Chinese and English	1, 2, 3	
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Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Business news story critiques	1	10	
2	In-class Quiz	1, 2	10	30-mintues quiz on recognizing current financial figures
3	3. Practicum component- Class exercises in Chinese or English (4 exercises, 500-700 words for each exercise)	1, 2, 3	40	
4	4. Group exercise in Chinese or English (600-800words business news writing and 8-10 minutes presentation)	1, 2, 3	40	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Business news story critiques

Criterion

Understand business journalism elements and evaluate business news stories

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

In-class quiz

Criterion

Understand business news production

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Writing exercises

Criterion

Apply writing skills and critical thinking

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Group exercise and presentation

Criterion

Apply interview and reporting skills

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Additional Information for AR

Assessment Requirement

Students are required to take a 30-minute pop quiz on recognizing current financial figures; to finish four business news stories in individual and one teamwork project respectively. The teamwork weighing on 40% and the individual work weighing on 40%.

News Writing Tasks

- a. Business news reporting critiques [30%]
 - Research, Develop story idea
 - You can use the suggested topic or select other topic with the approval of the instructor
- a. Business News writing in Chinese/English [50%]
 - News angle/Newsworthiness (10%)
 - Structure (10%)
 - Wording (10%)
 - Style (10%)
 - Data(10%)
- a. Visual effects [20%]
 - Graphics (10%)
 - Pictures/Videos (10%)

Part III Other Information

Keyword Syllabus

Business news writing and reporting, financial news writing and reporting, financial public relations.

Reading List

Compulsory Readings

Title	
1	Keith Hayes (2014). Business Journalism: How to report on business and economics. Apress Publisher
2	Chris Roush (2016). Show me the money: Writing business and economic stories for mass communication (3rd edition). Routledge Publisher

Additional Readings

Title	
1	謝克迪,石鏡泉.股票投資101.經濟日報出版社
2	Burton G. Malkiel(2023)A Random Walk Down Wall Street. W. W. Norton & Company, Inc.

3	Bittermelon. 讀財報 挖好股.經濟日報出版社
4	Guide to Economic Indicators(一口氣讀懂經濟指標)/ The Economist