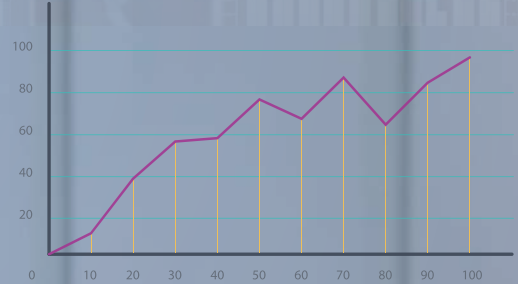
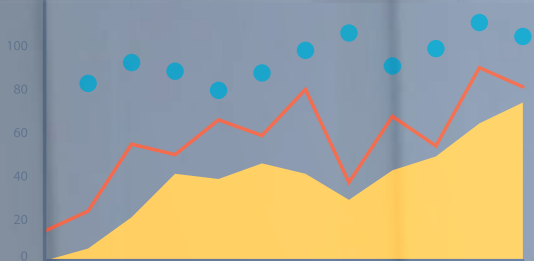


# EXECUTIVE PROGRAM IN BUSINESS JOURNALISM & ECONOMIC REPORTING



 Level : <b>Professional</b>	 Batch Starts : <b>February 2025</b>	 Mode : <b>Live Online</b>	 Duration : <b>4 Months</b>
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Contact Us:  
**79777-01315**

 [www.talentskillsvarsity.com](http://www.talentskillsvarsity.com)

## Our Industry Partner



It gives me immense pleasure to invite you to the Business Journalism & Economic Reporting Program at Talent Skillsvarsity. In a world driven by information, the role of a journalist in shaping economic narratives is more critical than ever. This program is designed to equip you with the tools, skills, & insights to decode complex financial systems & craft stories that matter.

Whether it's breaking down market trends, interpreting government policies, or uncovering impactful business developments, this program will prepare you to report with accuracy & authority. Through practical workshops & real-world case studies, you'll gain the expertise needed to engage audiences & establish yourself as a trusted voice in business journalism.

Let's embark on this transformative journey together, where your curiosity & passion for economics can drive impactful storytelling & public understanding.

**Govindraj Ethiraj**

Editor

## Why Should You Join

The Executive Program in Business Journalism & Economic Reporting is an intensive program tailored for working journalists & ambitious students eager to build a career in business journalism. The curriculum spans essential topics such as financial markets, macroeconomic reporting, corporate news coverage, & the latest digital tools for multimedia storytelling. Participants will gain practical skills in investigative journalism, data visualization, & AI-powered reporting. With hands-on workshops, real-world case studies, & a final capstone project, this program equips learners with the expertise to excel in business & economic reporting, bridging the gap between traditional journalism & the demands of today's fast-evolving media landscape.

## Who Is This Program For

**Working Journalists** : Professionals looking to deepen their understanding of business & economic reporting, enhance their investigative skills, & adapt to the latest digital & AI-powered tools in journalism.



**Economics & Finance Students** : Perfect for students aiming to expand their career opportunities by combining their analytical background with effective storytelling skills to explain market trends, policies, & economic developments.



**Media Professionals** : Designed for experienced reporters & editors who wish to deepen their understanding of economic frameworks & enhance their ability to deliver impactful stories in the competitive media landscape.



**Aspiring Business Journalists** : Ideal for those entering the media field with a keen interest in finance & business reporting. Learn to break down complex economic topics & present them in a way that engages & educates diverse audiences.



**Business Analysts** : Provides analysts with tools to present insights in compelling narratives, improving their communication of financial data to stakeholders through journalistic techniques.



**Policy Enthusiasts** : Tailored for individuals passionate about public policy & its economic implications, helping them translate complex regulatory & economic changes into clear, actionable content for varied audiences.



## What Will You Learn

- Introduction to Business Journalism & Economic Reporting
- Basics of Economics & Business
- Journalism Fundamentals for Business & Economic Reporting
- Business Reporting Skills
- Economic Reporting Skills
- Digital Tools & Multimedia Reporting
- Investigative Business Journalism
- AI For Journalism
- Capstone Project

## Syllabus

### MODULE I : Introduction to Business Journalism & Economic Reporting

- Overview of Business Journalism
- Understanding Economic Reporting
- Ethical Considerations in Business & Economic Reporting

### MODULE III : Journalism Fundamentals for Business & Economic Reporting

- Effective Business News Writing
- Interviewing Techniques for Business & Economic Experts
- Fact-Checking & Data Verification in Business Journalism

### MODULE V : Economic Reporting Skills

- Macroeconomic News Coverage
- Global Economics & Trade Reporting
- Economic Policy & Regulatory Reporting

### MODULE VII : Investigative Business Journalism

- Investigating Corporate Fraud & Mismanagement
- Forensic Accounting & Financial Statement Analysis

### MODULE II : Basics of Economics & Business

- Key Economic Concepts
- Understanding Business Structures & Models
- Financial Markets & Instruments

### MODULE IV : Business Reporting Skills

- Corporate News & Financial Reporting
- Industry & Sector Analysis
- Writing Profiles & Features on Business Leaders

### MODULE VI : Digital Tools & Multimedia Reporting

- Leveraging Digital Platforms for Business News
- Data Visualization in Economic & Business Reporting

## MODULE VIII : AI For Journalism

- How AI is supporting the role of the journalist & content creator
- Opportunities & pitfalls of AI tools, including deep fakes & reporter-bots
- Examples of AI in investigative journalism for producing unique reports
- Use of satellite imagery & scientific data in reporting.
- Google's AI Tools
- The use of Pinpoint, Fact Check Explorer & Gemini in the newsroom.

## MODULE IX : Capstone Project

- Final Investigative Project

## Program Benefits



### Specialized curriculum

a comprehensive focus on business & economic reporting, covering topics like financial markets, macroeconomics, corporate governance, & investigative journalism.



### Hands-On Training

Practical exposure through case studies, workshops, real-world assignments, & a capstone investigative project guided by industry experts.



### Career-Ready Skills

Equips learners with interviewing techniques, data visualization expertise, & multimedia storytelling capabilities, making them job-ready from day one.



### Expert Faculties

Access to industry experts, guest lectures, & peer collaboration, fostering connections with leading media organizations & professionals.

## Our Faculty



### Partha Sinha

Financial Journalist



Partha Sinha, a financial journalist for over 27 years, has spent 21 years with The Times of India. He covers stocks, bonds, commodities, mutual funds, personal finance, & banking.

With a background in economics, mathematics, & statistics from Calcutta University & JNU, he also focuses on financial markets & corporate data.



### Rajas Kelkar

Editorial Head



Rajas Kelkar, a renowned business journalist, writes on financial markets, personal finance, & economic trends. His work has appeared in Business Standard, The Economic Times, & Mergermarket.

He also writes a weekly column in The New Indian Express & contributes to The Core newsletter.



### T. Bijoy Idicheriah

Financial Journalist



T. Bijoy Idicheriah, now handling communications for the Reserve Bank of India, is a former financial journalist with 19 years of experience.

He has covered central banking, financial markets, & the economy at top media outlets, earning the Citi Journalism Excellence & Shriram Journalism Awards.

# Application Process

## 01

### Application

- Visit the official website of Talent Skillsvarsity.
- Complete the application form with accurate and relevant information.
- Ensure all required fields are filled correctly before submission.

## 02

### Program Fees

- Submit necessary documents for eligibility verification.
- Pay the eligibility verification fees, if applicable, using the designated payment methods.

Program Fees

**Rs. 75,000 / + 18% GST**

## 03

### Interview Round

- Shortlisted candidates participate in a personal or virtual interview.
- The interview evaluates communication skills, problem-solving abilities, and commitment to the program.
- The interview is a crucial step in the selection process.

## 04

### Admission Confirmation

- Successful candidates receive admission confirmation.

## 05

### Payment of Course Fees

- Admitted candidates must pay the prescribed course fees within the stipulated time frame.
- Utilize the designated payment methods provided by the institute for fee payment.

## 06

### Refund Policy

- No fees will be refunded.

## Why Learn with Us



**Live Virtual  
Classroom**



**Learn Online  
from Mentors**



**Case Study  
Based Approach**



**Industry Recognized  
Certification**

## Registration Process

**For more details, contact**

79777-01315 | [www.talentskillsvarsity.com](http://www.talentskillsvarsity.com) | [contact@talentskillsvarsity.com](mailto:contact@talentskillsvarsity.com)

**Payment Mode:**

Debit Card | Credit Card | Bank Transfer

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