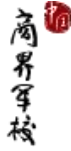




**PHBS**

北京大学汇丰商学院



**Course Code**

**Advanced Financial News Reporting**

**Module 1, 2024**

## **Course Information**

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**Instructor: Yangjuan Hu**

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Office Hour: 14:00-16:00 (Mon, Thu)

**Teaching Assistant:**

Phone:

Email:

**Classes:**

Lectures:

Venue:

**Course Website:**

If any.

## **1. Course Description**

### **1.1 Context**

Course overview: This course is designed to train student in journalistic practices, in order to help them to learn practical skills and gain experience in interviewing, news writing, news editing, broadcasting, as well as news reviewing. Students will be instructed not only by the instructor, but also journalists with rich experience from prestigious media outlets.

Prerequisites: Prior knowledge of news reporting is required.

### **1.2 Textbooks and Reading Materials**

None.

## **2. Learning Outcomes**

### **2.1 Intended Learning Outcomes**

<b>Learning Goals</b>	<b>Objectives</b>	<b>Assessment (YES with details or NO)</b>
1. Our graduates will be effective	1.1. Our students will produce quality business and research-oriented documents.	Yes, students are required to

communicators.		produce a final report.
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes, students are expected to actively participate in the class discussion and present their group project.
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Yes
	2.2. Students will be able to apply leadership theories and related skills.	Yes
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes
	5.3. Our students will demonstrate competency in critical thinking.	Yes

## **2.2 Course specific objectives**

This course is designed to train student in journalistic practices, in order to help them to learn practical skills and gain experience in interviewing, news writing, news editing, broadcasting, as well as news reviewing. Students will be able to produce professional financial news products, either for print or for broadcasting.

## **2.3 Assessment/Grading Details**

During this course, students will be grouped and each group will be asked to produce multiple financial news products. Their products will be published in social media platform. The grading will be based on their endeavor, the quality of their works, as well as audience feedbacks to their news products.

## **2.4 Academic Honesty and Plagiarism**

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

### 3. Topics, Teaching and Assessment Schedule

Session	Topic	Recommended reading
1	Introduction to financial news reporting	
2	Reporting the economy	
3	Reporting personal finance	
4	Reporting public company	
5	Reporting an industry	
6	Find a financial story to report I	
7	Find a financial story to report II	
8	Interviewing I	
9	Interviewing II	
10	Report on camera I	
11	Report on camera II	
12	News writing I (Qiang Du)	
13	News writing II (Qiang Du)	
14	Chinese economy I (Mudi Wang)	
15	Chinese economy II (Mudi Wang)	
16	News commentary I (Lin Cao)	
17	News commentary II (Lin Cao)	
18	Work presentation and discussion	

### 4. Miscellaneous

n/a