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KANNUR UNIVERSITY

(Abstract)

Mass Communication & Journalism (MCJ) Programme - under Choice Based Credit Semester System in Departments- Modified Syllabus - Implemented with effect from 2015 Admission -Sanctioned - Orders issued.

ACADEMIC 'C' SECTION

U.O No. Acad/C1/5409/2015

Civil Station (PO), Dated, 04-04-2016

- Read: 1. U.O.No.Acad/C3/2049/2009 dated 11/10/2010
2. U.O.No.Acad/C3/2049/2009 dated 05/04/2011
3. U.O.No.Acad/C1/5409/2015 dated 15/10/2015
4. Special meeting of the Department Council held on 4/03/2016
5. Letter No.MCJ/Syllabus updating/048/16 dtd,4/03/2016 from the Course Director, Dept.of Mass Communication & Journalism.

ORDER

1. The Regulations for P.G. Programmes under Choice Based Credit Semester System were implemented in the Schools/Departments of the University with effect from 2010 admissions as per paper read (1) above and certain modifications were effected to the same vide paper read (2) .

2. As per the paper read (3) above, the Scheme, Syllabus & Model Question Papers for Mass Communication & Journalism Programme under Choice Based Credit Semester System was implemented in the university Department with effect from 2015 admission.

3. As there were some repetition of topics in the II semester of the implemented syllabus,the special meeting of the Department Council held on 4-03-16 vide paper read(4) above, unanimously agreed to replace the existing module number 2 of the MCJ II Semester elective paper MCJ 2E004 Business Journalism & Financial Reporting with new updated topics.

4.The Course Director, Dept.of Mass Communication & Journalism, vide paper read (5) above, has forwarded the modified Syllabus of -II sem (Elective) -MCJ 2E 004- Business Journalism & Financial reporting for Mass Communication & Journalism Programme in tune with the revised Regulations for Choice Based Credit Semester System for implementation with effect from 2015 admission.

5. The Vice Chancellor after considering the matter in detail and in exercise of the powers of Academic Council conferred under section 11 (1) of Kannur University Act 1996 and all other enabling provisions read together with has accorded sanction to implement the modified Syllabus with new module as recommended by the Department Council for Mass Communication & Journalism Programme under Choice Based Credit Semester System offered in the University Department with effect from 2015 admission subject to report before the Academic Council.

6. Orders are, therefore, issued accordingly.

7. The modified syllabus effective from 2015 admission are appended.

Sd/- JOINT REGISTRAR (Academic) For REGISTRAR

To

The Course Director, Dept.of Mass Communication & Journalism, K.U.Campus,Mangattuparamba.

Copy to:

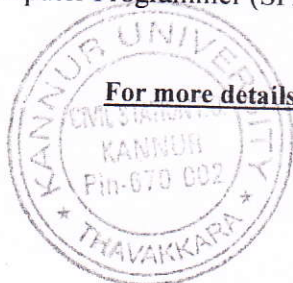
- 1. The Examination Branch (through PA to CE).
2. The Computer Programmer (SF/DF/FC)

Forwarded/ByOrder

SECTION OFFICER

For more details; log on www.kannur university .ac.in

Challe



*O.O. No: Acad/Ci/5409/2015 dttd 4-04-16*

SEMESTER-II

Elective Paper-

MCJ 2E 004-

## **Business Journalism & Financial Reporting.**

**Module-1:** Business-Finance-Economics-Commerce-Origin, Definitions, elements, features, growth, developments, functions, importance, roles. Agro Economy, Industry, Electronics, Automobiles, Tourism, Banking, Entertainment, IT. Business Journalism & Financial Reporting- Origin, definitions, elements, principles, features, growth, developments, functions, importance,

**Module-2:** Fundamentals of Economics-Demand & Supply, Equilibrium, Price Mechanism and Elasticity. Inflation and Deflation, Public finance and Private finance, Finance Commission and RBI .New Economic Policy,-LPG-Liberalization, Privatization, Globalization, FDI, E-Commerce and M-Commerce.

**Module-3:** Money & Markets-Financial Instruments-Equity, Stock, Share, Bond, Debenture, Cheques, Draft, Credit Card, ATM, Loans, Subsidies. Stock Exchanges-Wall Street, Bullion Market, Dalal Street, NASDAQ, NSE, BSE, Online Trading-Origin. Elements of Stock Exchanges-Bear, Bull, Sheep-Brokers & Sub Brokers-SEBI, Reserve Bank of India, NABARD, ICICI- Indian Financial Market-Money Market-Capital Market-Organization, structure, elements, features, Finance Ministry & Financial Policies- Instability, International Financial Institutions-IMF, WTO, World Bank, ADB, European Union, G7etc.

**Module-4:** Indian Economy-Salient features, nature, strengths & weakness. Concept of Planning- Five Year Plans-goals, objectives, -Concept of Mixed Economy-Role of Public & Private Sector-Review of Economic policies with special reference to Agriculture, Industry, Banking, Insurance, Telecommunication, Transportation, Tourism & Service sectors etc. Indian Trade-Export& Import,

**Module-5:** Kerala Scenario-Business Journalism & Financial Reporting in Kerala- Origin, Definitions, elements, features, growth. Geographical, social, political, cultural, economic features & structure of Kerala. Early Business Dailies & Magazines-Business Deepika, Dhankaryam, Dhanam, etc. English Business Dailies, Budget Reporting-State Planning-Kerala Model of Development-Agriculture, Industry, Service sector, Human Resource.

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*Newly updated themes are highlighted above*

