



# Economics and Business Journalism

International Institute for Journalism (IJ)



On behalf of  
**Federal Ministry  
for Economic Cooperation  
and Development**



### Background

In a modern market economy quality economics and business reporting is of crucial importance: Investors, producers and consumers need objective, accurate and timely information in order to take intelligent and responsible decisions in and for society.

Globalisation has made countries and people more interdependent: Goods, services, capital, labour, know-how and information move increasingly freely around the world. Markets are getting bigger, and new investment opportunities are created worldwide. To remain competitive, individuals, companies and governments have to adapt quickly to what happens in other parts of the world. But apart from the benefits also risks and volatility are quickly transmitted. Bubbles created in the financial markets impact on the real economy and can lead to dramatic situations for companies, banks and even nation states.

All this places a particular importance and responsibility on the media. Journalists are asked like nobody else to stay informed and to explain complex and multifaceted economic events to the people, thus, helping them to make responsible decisions and to master their lives.

### Programme Objectives

The IJ training programme in economics and business journalism is geared at supporting media houses in Sub-Sahara Africa,

Asia and the Middle East in addressing the challenge of enhancing economic and financial literacy.

The annual programme consists of the following major units:

In the two-month training course “**Economic and Financial Reporting**” that regularly takes place in Berlin once or twice a year journalists from all target regions familiarise themselves with fundamental concepts, principles and tools required for understanding how economies function and why. In addition, their reporting skills are sharpened by hands-on exercises.

The training courses “**Reporting on Regional Integration**” aim at enhancing journalists’ understanding of the concept of regional integration in general and of the history, institutions and policies of organisations such as the Economic Community of West African States (ECOWAS) and the Southern African Development Community (SADC) in particular. The courses are held in cooperation with regional media institutions.

The regional training course “**Reporting on Public Spending**” seeks to contribute to quality reporting on budget management in order to enhance transparency and accountability in the use of public funds. It discusses the concept, principles and best practices of public financial management as well as the role of the stakeholders involved. The course is currently offered to media houses in East Africa.

The one-week training courses “**Economic and Financial Reporting**” are conducted in Syria and Jordan and can be adapted to the local needs in other countries. They are aimed at equipping journalists to report effectively on economic issues, focusing on transformation economies, the governing principles of the market economy as well as on national economic policies in a globalised world.

The six-month tutored eLearning course “**Economic and Financial Journalism**” is part of the IJ alumni programme and is offered to journalists who successfully completed the two-month training course “Economic and Financial Reporting” or the one-month training course “Political reporting.” The aim of the course is to sharpen participants’ analytical and reporting skills as well as to consolidate their understanding of national and global economic issues.



### Course Contents

The syllabus of the two-month course includes:

- Consumer information and consumer protection
- Ecology: economic asset or liability
- Fundamentals of economics
- Reporting companies and analysing company accounts
- The role of government in the economy and economic policymaking
- Central banks and monetary policy
- Reporting on financial markets
- Reporting on international trade and regional cooperation
- Introduction to the WB and the IMF
- The resource curse: investigating resource businesses
- Reporting corruption: dimension and investigation.

Syllabi for the shorter courses are elaborated together with the respective partner institutions involved and adjusted to regional and national requirements.

### Working Methods

Participants are familiarised in interactive lectures, presentations, discussions, interviews and exercises with the most important aspects of the main course contents. As the course members are usually from different countries or even continents provision is made for exchanging country-specific experience as well as practice oriented tips with co-participants and trainers. Strong emphasis is laid on practical

work. Participants will have to write news and feature stories which are analysed with a view to enhance their journalistic quality.

The courses in Germany include a study tour to various companies, media houses as well as financial and research institutions. The regional courses include field trips to apply the newly acquired competences in hands-on exercises and to establish contacts with relevant functionaries of the respective institutions involved.

### Lecturers

Lecturers are international senior journalists with long-standing experience in economic and financial journalism. Most of them have also worked for some time with media houses in developing countries and thus have a good understanding of participants' work situations. In addition, subject matter specialists are involved in the training courses.

### Certificate

Upon completion of the full programme participants will be granted a Certificate of Attendance.

### Admission Requirements

The programme is open to journalists who work for print and on-line media as well as news agencies.

They should:

- have a minimum of four years professional experience
- have a special interest in economics and business reporting
- be proficient in English
- be in permanent employment with good chances of promotion.

Women journalists are particularly encouraged to apply.

### Further Information and Applications

The annual course programme (including a list of the countries for which the programme is open) is published on the IIJ website. About four months prior to the beginning of the training course a course flyer is available for downloading which indicates course contents, admission requirements and the application procedure.

### Miscellaneous

The international travel costs to and from the training venue are expected to be borne by the employers of successful applicants. In well-founded individual cases and unless otherwise stipulated in the bilateral agreement between the Federal Republic of Germany and the applicant's home country, GIZ may provide round trip tickets to the training facility from the nearest international airport in the respective home countries. GIZ will not cover any other expenses incurred in the home countries related to travelling abroad. If GIZ provides international flight tickets, they will be economy class reservations.

It is expected that the participants are granted leave for the duration of their stay and that their salaries will be continued to be paid to ensure maintenance of their dependants. Accommodation costs as well as daily allowances to cover meals will be borne, within the limits of pertinent regulations, by the IIJ of GIZ.

### International Institute for Journalism (IJJ)

The International Institute for Journalism (IJJ) of GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit was founded in 1962. It seeks to enhance the professional performance of print and online media as well as journalism training centres in developing countries and countries in transition.

The IIJ capacity building programme utilises various instruments for organisational and human resource development, including advanced training, dialogue, networking activities as well as advisory services for media houses and media schools. The programme focuses on political and conflict sensitive reporting, economics and business journalism, environmental reporting as well as on multimedia journalism and media management.

The aim of the IIJ programme is to strengthen the freedom of expression in partner countries of the German development cooperation and to thus improve the conditions for democratisation and economic and social development. In this capacity, the IIJ represents a key pillar in the media development work of the Federal Government of Germany and in particular of the Federal Ministry for Economic Cooperation and Development (BMZ).

The IIJ programme is implemented both in Germany and in the partner countries where the IIJ cooperates with regional journalism training institutions. A high proportion of the IIJ alumni hold senior positions in the media industry throughout the world.

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