



## 1. General information

Course: BUSINESS AND ECONOMICS REPORTING

Type: ELECTIVE

Degree: 377 - UNDERGRADUATE DEGREE PROGRAMME IN JOURNALISM

Center: 12 - FACULTY OF COMMUNICATION

Year: 4

Main language: Spanish

Use of additional  
languages:

Web site:

Code: 16338

ECTS credits: 6

Academic year: 2023-24

Group(s): 30

Duration: C2

Second language:

English Friendly: N

Bilingual: N

Lecturer: JUAN CARLOS GUILLERMO CEBALLOS SANTAMARIA - Group(s): 30

Building/Office	Department	Phone number	Email	Office hours
FACULTAD DE CC.SS. 3.23. FACULTAD DE TRABAJO SOCIAL, DESPACHO 2.20	ECO. ESP. E INT.,ECONOMET. E Hª E INS.EC	926053807	guillermo.cebillos@uclm.es	

Lecturer: FRANCISCO JOSÉ MURCIA VERDÚ - Group(s): 30

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Despacho 2.08	DPTO. EN CONSTITUCIÓN		Francisco.Murcia@uclm.es	

## 2. Pre-Requisites

Not established

## 3. Justification in the curriculum, relation to other subjects and to the profession

The fundamental objective of the subject is to apply the general knowledge and journalistic skills acquired throughout the career in the area of specialized economic journalism (in a broad sense, including labor, home economics, development cooperation, precariousness, etc.) . We will learn basic concepts for the analysis of the economic context and the interpretation and production of economic information. At the end of the assignment, the student must be able to read, analyze and write with solvency current economic journalistic information.

## 4. Degree competences achieved in this course

## Course competences

Code	Description
E02	Capacity and ability to fluently and effectively express and communicate both orally and in writing, by adequately using the most appropriate linguistic and literary resources to each communication medium.
E03	Capacity and ability to retrieve, organise, analyse and process information and communication with the aim of disseminating, conveying or processing it for private or collective use through different media and formats, or for the creation of all types of productions.
E04	Capacity to read and analyse specialised texts and documents on any relevant topic, and to summarise or adapt them using language or vocabulary understandable to the general public.
E06	Capacity and ability to search, select and classify any type of relevant source or document (whether written, sound, visual, etc.) for the production and processing of information, as well as for use in persuasive communication or in fiction and entertainment.
E12	Capacity and ability to undertake core journalistic tasks in different subject areas, applying journalistic genres and procedures.
E17	Knowledge of current sciences, capacity to analyse their informative and communicative processing and ability to convey such knowledge and progress to a vast non-specialised public in an understandable and efficient manner.
G02	Knowledge about Information and Communication Technologies (ICTs).
G03	Adequate oral and written communication skills.
G04	Ethical commitment and professional ethics.
G06	Apply and transmit journalistic knowledge in an understandable, professional and ethical manner to citizens.
G08	Convey ideas, problems and solutions within the field of Journalism and, in general, within the field of Communications, during professional practice in both fields.
G10	Learn techniques to search, identify, select and compile information, as well as the methods needed to critically analyse any type of sources, documents and facts, both to adequately process and transform them into significant information by using the relevant informative and communicative language.

## 5. Objectives or Learning Outcomes

## Course learning outcomes

Not established.

## Additional outcomes

-Ability to transmit information, ideas, problems and solutions related to the Economy area, both to a specialized and non-specialized public.

-To show a high degree of autonomy in the field of economic research and documentation.

- Know the theoretical rudiments of the most important socio-economic theories and models.
- Manage the most common jargon in macro and microeconomics, international economics and economic theory.
- To demonstrate solvency when it comes to understanding, analyzing and evaluating current professional economic journalistic information.
- Capacity for the ideation, planning and execution of informative or communicative projects in the field of economic disclosure.
- Ability and ability to express oneself fluently and communicatively in the economic area, knowing how to take advantage of the linguistic and literary resources that are most suitable for the different media.
- Equal conscience on people and peoples, and respect for international human rights, as well as knowledge of the great cultural or civilizing currents in relation to individual and collective fundamental values.

## 6. Units / Contents

**Unit 1: Economics for journalists, an introduction**

**Unit 2: Subgenres and specific conditions of economic journalism.**

**Unit 3: Economic context: from subprime crisis to the crisis of Euro.**

**Unit 4: Reporting on economy.**

**Unit 5:**

**Unit 6:**

## 7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Writing of reports or projects [OFF-SITE]	Project/Problem Based Learning (PBL)	E02 E03 E04 E06 E12 E17 G02 G03 G04 G06 G08	1.8	45	Y	Y	
Study and Exam Preparation [OFF-SITE]	Self-study	E02 E03 E04 E06 E12 E17 G02 G03 G04 G06 G08	1.8	45	Y	N	
Class Attendance (theory) [ON-SITE]	Cooperative / Collaborative Learning	E02 E03 E04 E06 E09 E12 E17 G02 G03 G04 G06 G08 G09	1.2	30	N	-	
In-class Debates and forums [ON-SITE]	Debates	E02 E03 E04 E06 E12 E17 G02 G03 G04 G06 G08	1.12	28	Y	N	
Final test [ON-SITE]	Assessment tests	E02 E03 E04 E06 E17 G03 G04 G06 G08	0.08	2	Y	Y	
<b>Total:</b>			<b>6</b>	<b>150</b>			
<b>Total credits of in-class work: 2.4</b>			<b>Total class time hours: 60</b>				
<b>Total credits of out of class work: 3.6</b>			<b>Total hours of out of class work: 90</b>				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

## 8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Progress Tests	10.00%	0.00%	
Final test	40.00%	40.00%	
Practicum and practical activities reports assessment	50.00%	60.00%	
<b>Total:</b>	<b>100.00%</b>	<b>100.00%</b>	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

## 9. Assignments, course calendar and important dates

Not related to the syllabus/contents	
Hours	hours
<b>Unit 1 (de 6): Economics for journalists, an introduction</b>	
<b>Activities</b>	<b>Hours</b>
Writing of reports or projects [AUTÓNOMA][Project/Problem Based Learning (PBL)]	10
Study and Exam Preparation [AUTÓNOMA][Self-study]	5
Class Attendance (theory) [PRESENCIAL][Cooperative / Collaborative Learning]	5
In-class Debates and forums [PRESENCIAL][Debates]	3
<b>Unit 2 (de 6): Subgenres and specific conditions of economic journalism.</b>	
<b>Activities</b>	<b>Hours</b>
Writing of reports or projects [AUTÓNOMA][Project/Problem Based Learning (PBL)]	10
Study and Exam Preparation [AUTÓNOMA][Self-study]	6
Class Attendance (theory) [PRESENCIAL][Cooperative / Collaborative Learning]	5
In-class Debates and forums [PRESENCIAL][Debates]	5

Unit 3 (de 6): Economic context: from subprime crisis to the crisis of Euro.	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Project/Problem Based Learning (PBL)]	10
Study and Exam Preparation [AUTÓNOMA][Self-study]	11
Class Attendance (theory) [PRESENCIAL][Cooperative / Collaborative Learning]	5
In-class Debates and forums [PRESENCIAL][Debates]	5
Unit 4 (de 6): Reporting on economy.	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Project/Problem Based Learning (PBL)]	5
Study and Exam Preparation [AUTÓNOMA][Self-study]	15
In-class Debates and forums [PRESENCIAL][Debates]	5
Final test [PRESENCIAL][Assessment tests]	5
Unit 5 (de 6):	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Project/Problem Based Learning (PBL)]	5
Study and Exam Preparation [AUTÓNOMA][Self-study]	5
Class Attendance (theory) [PRESENCIAL][Cooperative / Collaborative Learning]	5
In-class Debates and forums [PRESENCIAL][Debates]	5
Unit 6 (de 6):	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Project/Problem Based Learning (PBL)]	5
Study and Exam Preparation [AUTÓNOMA][Self-study]	3
Class Attendance (theory) [PRESENCIAL][Cooperative / Collaborative Learning]	5
In-class Debates and forums [PRESENCIAL][Debates]	5
Final test [PRESENCIAL][Assessment tests]	2
Global activity	
Activities	hours
Writing of reports or projects [AUTÓNOMA][Project/Problem Based Learning (PBL)]	45
In-class Debates and forums [PRESENCIAL][Debates]	28
Study and Exam Preparation [AUTÓNOMA][Self-study]	45
Final test [PRESENCIAL][Assessment tests]	7
Class Attendance (theory) [PRESENCIAL][Cooperative / Collaborative Learning]	25
<b>Total horas: 150</b>	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Arrese Reca, Ángel y Vara Miguel, Alfonso	Fundamentos de periodismo económico: temas y lecturas	EUNSA		978-84-313-2808-5	2011	
Arrese Reca, Ángel	¿Interesa la economía? Economía y medios de comunicación.	CIE Dossat		978-84-96437-77-7	2008	
Chomsky, Noam	Cómo nos venden la moto	Icaria		978-84-7426-245-2	2010	
Ferrer Castelló, Evaristo	Cómo leer la prensa económica: indicadores macroeconómicos	Fundesem Business School		978-84-9948-313-9	2010	
Vara Miguel, Alfonso	Economía básica para comunicadores	EUNSA		978-84-313-2655-5	2009	
Arrese, Ángel y Vara Miguel, Alfonso	La formación del periodista económico.	Eunate			2003	
Almiron, Núria	Journalism in crisis: corporate media and financialization	Hampton Press		978-1-57273-981-9	2010	
Sobrados León, Maritza (Coord.)	Estudios de periodismo político y económico.	Fragua	Madrid	978847074076	2016	
Murcia Verdú, Francisco José; Ufarte Ruiz, María José; Calvo Rubio, Luis Mauricio	Programas radiofónicos como metodología de aprendizaje en la asignatura de Periodismo Económico	Dykinson S.L.		978-84-1170-148-8	2023	
Murcia Verdú, Francisco José	Narrativas interactivas para aprender a informar en temas económicos	Egregius Editorial		978-84-1177-015-6	2023	