

JOUR90004 Journalism Entrepreneurship

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2012, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 24 hours (6 hours x 4 days) Total Time Commitment: 120 hours
Prerequisites:	Must be enrolled in the Master of Journalism program.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
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Subject Overview:	This subject focuses on how journalists manage money, audiences and people. It will enable students to gain a greater understanding of the managerial and business aspects of news, thereby equipping them to both navigate their own careers in a world of changing business models, and supporting the development of skills and knowledge that will allow them to exercise leadership. This subject will cover key aspects of budget management, business plan development, understanding audiences and market share, designing and interpreting research data, public accountability and engagement, human resource management, recruitment and staff development. It also considers how journalists create a personal brand in a fracturing media landscape and how they develop an entrepreneurial spirit, which is both a mindset and a problem-solving skill set.
Objectives:	<p>Students who successfully complete this subject should:</p> <ul style="list-style-type: none"> •demonstrate an advanced understanding of the managerial and business aspects of news production; •have a sound grasp of the principles related to managing money, audiences and people; •demonstrate skills and knowledge related to the exercise of leadership in journalism; •have a thorough understanding of the state of the journalism industry today and where it is heading in the years to come; •demonstrate a high-level of written and oral communication skills and;

	•be equipped to develop new and innovative forms of journalism practice
Assessment:	A project consisting of 1,000 words (20%) due during the intensive period, and written work consisting of 4,000 words (80%) due in the examination period.
Prescribed Texts:	A subject reader will be available for purchase from the University Bookshop.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # Provide leadership in journalism at a national and global level; # understand the fundamental principles for making critical and ethical judgments regarding professional journalism practice; # evaluate the dynamic processes of change operating in contemporary media and communication industries; # demonstrate advanced skills in research, analysis and interpretation; # demonstrate advanced skills in writing, reporting and communicating facts and ideas; # demonstrate advanced critical thinking through presentation of research papers, conceptualising theoretical problems, forming judgements and arguments from conflicting evidence, and by critical analysis; # develop time management and planning skills through managing and organising workloads; # show a capacity for effective team work through group activities; # acquire cultural and ethical understanding through reflection, reading and practical experience of journalists' responsibilities; # demonstrate an understanding of how to market their own ideas and successfully pursue careers in an increasingly diversified and transforming industry environment.
Links to further information:	http://graduate.arts.unimelb.edu.au/mcp/master-of-journalism.html
Related Course(s):	Master of Journalism