



Business and economics reporting

Business and economics reporting is one of the most dynamic and exciting fields in journalism. The scandals that prompted probes of corporate practices; the volatile movement of the world's stock markets; and the impact of the economy are today's lead stories. Business journalists must grasp not only the fundamentals of how the financial system works, but the important ethical considerations that make a difference in the way business is conducted.

Master of Science in Business & Economics Journalism

BOSTON
UNIVERSITY

College of Communication



Talented journalists capable of uncovering the real stories behind the numbers are in demand by print, broadcast and online news organizations throughout the world. In addition, because virtually every beat has a business angle, a background in the field makes any job candidate more attractive.



Joya Dass (COM '97) reports on Wall Street for CNN and CNNfn.

Boston University means business

Our Business and Economics Journalism Program offers a "hands-on" professional curriculum designed to produce top journalists in the field. Students not only learn how companies and markets function, but write articles that appear in daily newspapers and business journals and on the Web; meet with key business editors and reporters; and take part in print, broadcast or online internships that improve their skills and knowledge.

Boston, a strong business city with a worldwide presence in industries ranging from banking and finance to insurance and biotechnology, offers outstanding opportunities to cover and learn about business. The city also features a variety of news outlets with accompanying opportunities and, as "America's college town," an unbeatable atmosphere in which to learn.

The Master of Science in Business & Economics Journalism (MSBEJ)

The Master of Science in Business and Economics Journalism degree is a sophisticated three-semester program that features advanced coursework in business journalism taken in the Journalism Department. Besides "Introduction to Business and Economics Reporting," courses offered on a revolving basis include international business journalism, covering financial markets, government regulation and investigative business journalism.

Students also take selected courses at Boston University's School of Management and Department of Economics. This includes accounting, finance, personal finance, financial markets, microeconomics and macroeconomics, as well as specialized courses suited to the student's professional goals.

The program includes a business and economics internship with a professional news organization in the third semester. One of the options available is an economics internship at the College of Communication's Washington Journalism Center in which the student reports for newspapers and magazines on agencies such as the Treasury Department and the Federal Reserve, and covers business-related Congressional issues. The MSBEJ is the strongest preparation for becoming a skilled journalist capable of handling any story.



Professional journalist advisory committee

The program maintains strong ties to working business and economics journalists. The Journalist Advisory Committee of the Business and Economics Journalism Program consists of notable professionals in the field, many of them Boston University College of Communication (COM) graduates, who help assure that the program's structure and coursework meet the needs of its graduates. Its members are:

Joe Nocera (COM '74),
executive editor, *Fortune Magazine*

Allan Sloan, Wall Street editor,
Newsweek Magazine

David Barboza (CAS '90),
business reporter, *The New York Times*

Joe Hallinan (COM '84), reporter,
The Wall Street Journal

Joya Dass (COM '97), business reporter,
CNN and CNNfn

Dan Fost (COM '84), media columnist,
The San Francisco Chronicle

Hugo Shong (COM '87), managing director,
International Data Group--Asia

David Callaway, executive editor,
CBS MarketWatch



Joe Nocera

Learn from professionals

To keep students on top of the trends and latest news coverage, the program regularly features guest speakers and lecturers who are nationally recognized journalists in business and economics. It also holds events that put the spotlight on important issues of national and international consequence.

Visiting Professor Andrew Leckey teaches courses such as "Introduction to Business and Economics Reporting" and oversees the Business and Economics Journalism Program. He has been a nationally syndicated investment columnist for *The Chicago Tribune* for a number of years and is a former CNBC financial network anchor. Leckey has been the author or editor of eight financial books, and is the series editor of *The Best Business Stories of the Year* annual anthology published by Random House.

Before coming to BU, he was director of the Business Reporting Program at the University of California, Berkeley. His former students are business journalists at publications such as *The New York Times*, *The Boston Globe*, *The Washington Post* and *The Wall Street Journal*. Leckey received the National Association of Investors Corp.'s "Distinguished Service Award in Investment Education."

For further information

Boston University College of Communication
www.bu.edu/com/jo/business.html

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Visiting Professor

Business and Economics Journalism
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